FEBRUARY 3, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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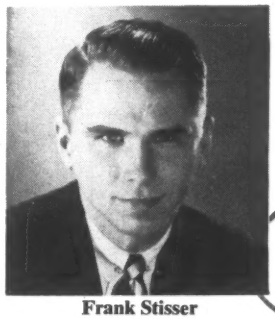


Frank Stisser
President
C. E. Hooper Co.

Dr. Sydney Roslow
President
Pulse, Inc.

Edward Hynes, Jr.
President
Trendex

These 3 Distinguished Gentlemen's Companies Agree...

HOOPER 43.2 share
Nov., Dec., 1957
8 AM - 10 PM

PULSE 7.1 average rating
Dec., 1957
7 AM - 6 PM

TRENDEX 40.8 share
Dec., 1957
8 AM - 6 PM

KOIL Leads in Omaha

One of the Highest Rated Stations in the Nation

Buyers Agree Too...

KOIL

24 Hours A Day

Avery-Knodel National Representative

A VITAL FORCE IN SELLING TODAY'S OMAHA

with more than twice as many listeners as any other station

DON W. BURDEN, President

COMING SOON KMYR—DENVER 5 KW—710 K C*

* Subject to FCC Approval

Quality AND Integrity

WGN·Radio

WGN·TV

CHICAGO, ILLINOIS

Photo by Hamill-Solazzo

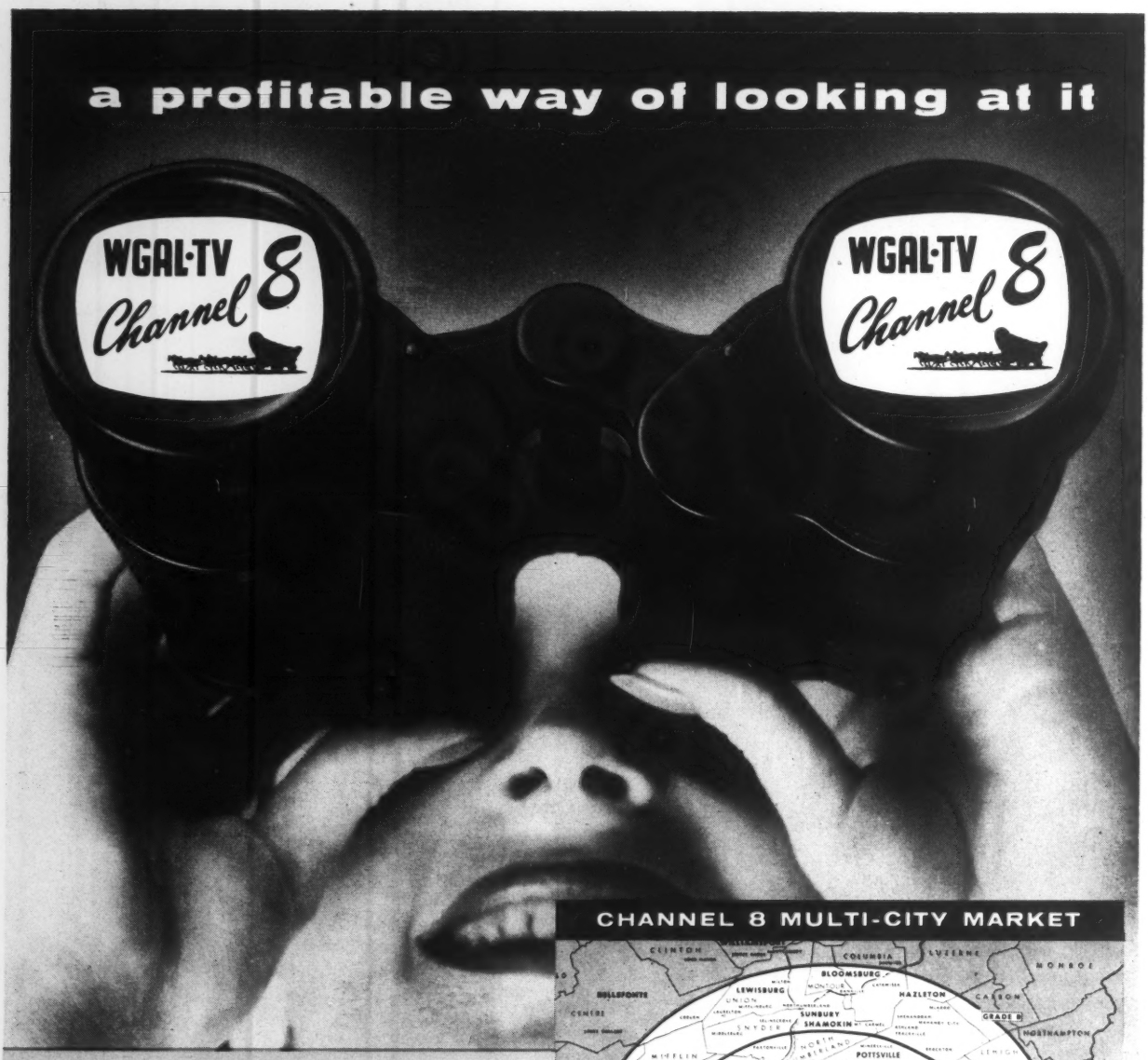
WJIM-TV

Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint... NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

a profitable way of looking at it

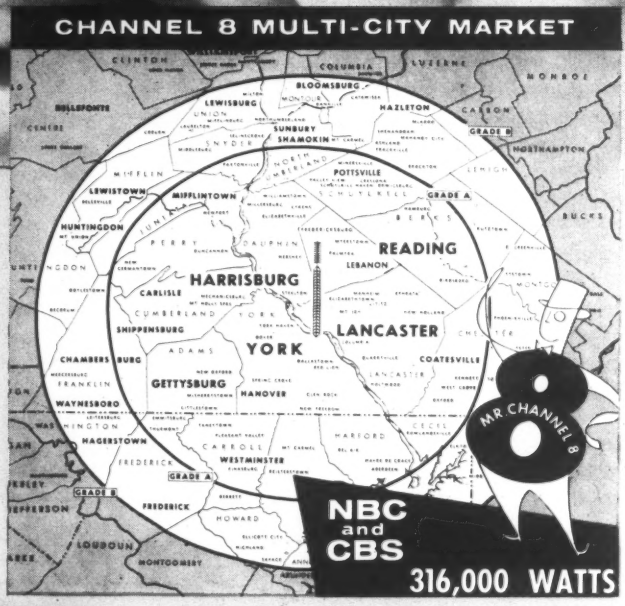


purchase this TV market

instead of a single city

WGAL-TV is dominant in the three standard metropolitan markets in the Channel 8 primary coverage area—Lancaster, Harrisburg, York—as well as in numerous other cities—Lewistown, Lebanon, Gettysburg, Chambersburg, etc. When developing marketing plans for your product, look beyond the usual single-city concept. Profit from WGAL-TV's multi-city dominance.

STEINMAN STATION · Clair McCollough, Pres.



WGAL-TV **LANCASTER, PA. NBC and CBS**

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco

closed circuit.

CRIPPLING CHAOS • Affairs at FCC are chaotic, entirely because of demoralizing effect of Moulder Committee activities. Gloom permeates all staff levels. Although FCC held regular meeting last week, nothing of major importance happened and probably won't until smoke clears on Hill. Moulder Committee itself shot through with dissension, not only at top level but within staff. Chief counsel and staff director, Bernard Schwartz, apparently has few confidantes, and chief investigator, Baron J. Shacklette (of erstwhile mink coat and deep freeze fame) reportedly avoids direct contact with his immediate superior.

•

And things won't be any quieter around Moulder Committee this week. At least two major newspapers reportedly were intending over weekend to run stories reporting that committee chairman had his daughter on government payroll for total of more than $12,000 while she was attending high school fulltime. Story was first broken in St. Louis Post-Dispatch *Nov. 4, 1956, two days before Congressional election which Rep. Morgan Moulder (D-Mo.) won by slim margin in traditionally solid Democratic district. Facts were reconfirmed last week in search of House payroll records. Mr. Moulder's daughter drew money between December, 1952 and January, 1956. She graduated from Camdenton, Mo., high school in May, 1956.*

•

GENTLEMAN FROM UTAH • Robert H. Hinckley, AB-PT's Washington vice president and executive committee member, is being importuned to run for Senate in his native Utah on Democratic ticket against incumbent Sen. Arthur V. Watkins, 72-year-old Republican. Powerful *Salt Lake City Tribune* and other state newspapers ran lead stories last week on possible Hinckley candidacy. Mr. Hinckley himself, who returned to Washington last Wednesday after trip to Salt Lake City and Ogden, was non-commital.

•

Mr. Hinckley, 66, was prominent in public life during Roosevelt administrations. He was member and chairman of CAA from 1938-40; assistant secretary of Commerce, 1940-42 and director of contract settlement, 1944-46. He joined ABC in 1946 and is substantial stockholder in AB-PT. Mr. Hinckley formerly owned half of KALL Salt Lake City, once held 40% of KULA Honolulu and 22% of WISH Indianapolis. He was largely responsible for ramrodding ABC's tv station program, which resulted in owned and operated stations in five of first six markets, all of which went on the air by 1948.

•

ROUND TRIP • Another broadcaster-public servant may also return to Senate as result of November elections. Arizona's Gov. Ernest W. MacFarland, who owns major interest in ch. 3 KTVK (TV) Phoenix, has not announced candidacy but nevertheless is expected to run against Arizona's Republican Sen. Barry Goldwater, who beat him six years ago. Sen. McFarland served in Senate from 1941-53 and was majority leader when defeated.

•

There may be some red-faced radio stations when identity of product "owned" by Radio Advertising Bureau becomes known next fall. RAB is promoting product by radio exclusively, to prove medium's worth in introducing new brand (which has now reached fifth place in field of 17 in its market). But RAB's identification with product and location of market are secret, and RAB is learning at first-hand some of problems advertiser encounters when stations it's using inadvertently skip announcements or use wrong copy.

•

SOVIET EXCHANGE • Appointment shortly may be made by administration of leader in broadcast field to initiate negotiations with Soviet on radio and television program interchanges pursuant to agreement on cultural exchanges reached last week after months' long negotiations [EDITORIAL, page 110]. High level conversations were initiated last week for appointment of broadcasting individual who would be opposite of Eric Johnston, president of Motion Picture Assn., named to head up motion picture exchanges.

•

At weekend, conversations reportedly centered around possible appointment of NAB President Harold E. Fellows as U. S. negotiator on broadcast exchange project. Action was being coordinated by White House and State Dept. through USIA, which through its Voice operations, had contacted members of its advisory committee of broadcasters, along with other prominent figures in broadcasting. Don McGannon, president of Westinghouse Broadcasting Co., conferred Friday with U. S. Ambassador William S. B. Lacy in connection with Soviet-U. S. program exchanges.

•

PAY AND PLAY • While principals involved wouldn't talk freely, National Collegiate Athletic Assn. tv committee members gave impression they are more impressed now with Telemeter's potentialities for subscription football tv than with Zenith's Phonevision method. For one thing, International Telemeter Corp.'s Paul MacNamara briefed group at its Chicago hearings last week on forthcoming fall tests and stressed method could be adaptable for either wired or channel systems. Ted Leitzell, Zenith public relations director, made presentation, too, but committee members are dubious of on-air system now in view of FCC-Congressional picture. Skiatron also has been in contact with NCAA, it's understood.

•

Tv allocations problems continue to haunt FCC with thinking returning to ultimate move of all tv operations to uhf. Discussion last week involving de-intermixture cases centered on fact that additional service being provided is almost entirely in vhf. This ultimately would mean a 12 channel system only, admittedly inadequate to accommodate full competitive nationwide service in all areas. Consequently long-range consideration again is being given to transition to uhf but with likelihood that no serious moves will be made until results of TASO measurements are available, probably at year-end.

•

INTERNATIONAL CUSTOM • Furor being provoked by Moulder Committee staff over color tv sets loaned by RCA to members of FCC, would cause no eyebrow lifting in Great Britain or perhaps other European countries. All top officials of British Post Office, counterpart of FCC in control of broadcast allocations, have modern color sets loaned and serviced by British manufacturers. This enables officials to keep abreast of technical development, identical reason FCC members have sets, along with White House and some members of Senate and House.

•

Exquisite Form Brassiere Co. reportedly is talking to ABC-TV for spectacular this spring. Unannounced but confirmed Friday by NBC-TV; that Exquisite's planned International Holiday *special NBC-TV review with Rhonda Fleming, Earl Wilson and Carol Haney (scheduled for April 18, 8:30-9:30 p.m.) has been scrapped. No explanation was given but it's understood there were some "talent difficulties." Liggett & Myers Tobacco Co., General Foods Corp., Borden and American Home Foods will resume their major-minor posts on* Dragnet *and* People's Choice *NBC-TV programs that were to have been preempted. Grey Adv: Exquisite Form agency.*

•

FINANCE FOR PILOT • McCann-Erickson, New York, through its own production firm, McGowan Productions, which produces *Sky King* and *Death Valley Days,* reported willing to finance any program idea M-E considers hot, for pilot film and possible sale to client within agency.

•

Philip Morris & Co., N. Y., for Marlboro cigarettes, understood to be dissatisfied in multiply-sponsored Playhouse 90 *on CBS-TV and is considering dropping its portion at end of March. Firm reportedly is going to review its budget and is expected to be back in network tv again sometime in May or June. Leo Burnett & Co., Chicago, is agency.*

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP

Now Operating at Maximum Power of 316,000 Watts.

101 COURT STREET, SYRACUSE 8, NEW YORK

We have a confession to make.

Our station is dealing in subliminal projection of commercial announcements.

In fact, for more than nine years we have been flashing brief but impelling messages throughout our entire programming.

Ranging from 10 and 20 up to 60 seconds in duration all have been presented with the premise that most people consciously watch television for entertainment but everybody can be subconsciously sold something during these miniscule moments between the entertainment.

And that premise has been proven by success.

For the facts and figures illustrating how our legal form of subliminal selling has produced startling success stories contact either the Katz Agency or Fred Menzies our commercial manager. They also have some fascinating statistics on the increased sale of popcorn in the lobby.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

Basic CBS

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix
KRMG, Tulsa
WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

THE WEEK IN BRIEF

LEAD STORY

FCC, Schwartz Come to Showdown—Commission goes before House subcommittee that questions its conduct. Inquiry resumes today with witnesses under oath. Big question: Does counsel Schwartz have more aces up sleeve? Page **31.**

ADVERTISERS & AGENCIES

The Year's Contract—Lever's Sam Thurm sees "evidence" of a breakdown of 52-week time and talent deals in television; thinks firm annual time contracts must go—hastened by a "softening of the television market." His remarks were contained in a Lever Bros. look at broadcasting presented before RTES session. Page **39.**

Pharma-Craft Success—Radio-tv leads Seagram's pharmaceutical subdivision along path to tripling of sales volume in less than three years. With $7 million advertising budget, firm is embarking on further expansion. Page **35.**

Baltimore Exempts Spot, Network Time Sales—City rules neither of two new tax ordinances applies to national radio-tv spot or interstate network advertising dollars. Page **36.**

Revlon Closes 'Winchell File'—Decision to drop ABC-TV program follows last minute stay to see if ratings could be bolstered. Lever and Shulton drop CBS-TV *Eve Arden Show*. Page **40.**

Spot Radio Jumps 28% in 1957—SRA predicts gains that would push year's total to about $186 million, as against FCC figures of $145.5 million in 1956. Page **42.**

Automakers' Yen for Network Tv—Publishers Information Bureau data on November 1957 television network buying shows Ford, General Motors and Chrysler spent $5.2 million in that month alone. Page **48.**

GOVERNMENT

Congress Verdict on Toll Tv Still Pends—Thurmond resolution prompts suggestion of another toll tv hearing, this time before Senate communications subcommittee. House Commerce Committee postpones sessions on its decision until Feb. 6. Page **76.**

Tall Tower Standards Change Urged—Consulting engineers suggest FCC withdraw proposed standards for considering relation of tall towers and potential air hazards. Other comments filed as deadline nears on rule-making in FCC tall tower proceeding with strong qualifications urged by most broadcasters. Page **78.**

That 'Gaslight' Parody—U. S. Supreme Court hears arguments on copyright infringement charges on 1952 Jack Benny-CBS-American Tobacco parody of MGM movie "Gas Light." Page **82.**

Radio-Tv in U. S.-Russian Swap Plans—How exchange of programs will be accomplished is still uncertain, but nations do agree in principle. Page **82.**

FILM

Tv Again Blamed for Theatre Woes—Sindlinger study for Theatre Owners of America contends continued exposure of feature films on television could spell financial doom to theatres, studios. Page **58.**

Film Favorites at Yearend—American Research Bureau releases its December ratings on the top 10 syndicated films shown in 10 major markets. Page **62.**

NETWORKS

ABN Eases Cutback of Live Shows—Affiliates advisory board "demands" retention of "maximum quantity" of live programming. New network schedule calls for three daily all-live entertainment shows, one with records, starting March 3. News coverage to be built up. Page **50.**

STATIONS

WIP Automates Administration—Philadelphia station installs IBM equipment that frees sales department of routine and permits more concentration on selling. Page **70.**

OPINION

MR. MANN

There's False Economy in Second-Class Scripts—Marvin Mann assails practice of heavy budgeting for stars and other show phases while relegating writing to secondary role. Edward H. Weiss Co.'s vice president and radio-tv director, expressing his views in MONDAY MEMO, maintains television's key talent is behind the typewriter. Page **109.**

PROGRAM SERVICES

Pay Tv's Wooing NCAA—International Telemeter and Zenith tell toll tv story to committee drawing up 1958 tv plans for college football. Page **74.**

PROGRAMS & PROMOTIONS

Manhattan Madness—Pacific Northwest's Crown station group takes over New York with four-day presentation climaxed by mid-Manhattan treasure hunt. Three hundred ad executives compete for raft of prizes, term it one of best promotions ever to hit agency row. Page **88.**

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

Miami folks make WQAM first 95% of the time . . . because they prefer WQAM's unique showmanship-and-precision blend

410 of 432 Pulse quarter hours belong to this dominant Storz Station. (Monday-Saturday, 6 a.m.-midnight.) Not only is WQAM a dominant first per Pulse, but it continues to lead decisively on Hooper. (Latest all-day average: 37.0%.)

And WQAM is first on the latest Southern Florida area Pulse which accounts for the listening habits of 31.5% of the state's population.

Spend some time with Blair or WQAM general manager Jack Sandler.

WQAM *covering all of Southern Florida with 5,000 watts on 560 kc. . . . and radio #1 in* **Miami**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Moulder Bill of Particulars Continues in General Vein

FCC commissioners received their bill of particulars on purported wrong doings late Friday afternoon—and, it was learned, "specifications" were vague and general. Hearings start this morning [LEAD STORY, page 31].

Actually commissioners, all but Craven and Ford, received nothing more than copy of Schwartz memorandum [LEAD STORY, Jan. 27] and covering letter from Rep. Morgan Moulder (D-Mo.) informing them that the committee was going to look into charges of misconduct and improprieties made in report.

Accuser is Dr. Bernard Schwartz, New York U. law professor and chief counsel to the Special Moulder Legislative Oversight Committee. Committee was set up last year to investigate workings of independent administrative agencies.

The charges are that some commissioners (present and former) had their expenses for trips paid by industry sources, yet submitted vouchers for reimbursement from government for same trips; that they accepted color tv receivers and other favors from industry principals; that they made personal long distance telephone calls over government telephones.

The five present commissioners are FCC Chairman John C. Doerfer; Comrs. Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Richard A. Mack. The ex-commissioners are former FCC Chairman George C. McConnaughey, and former Comrs. Frieda B. Hennock and Edward M. Webster.

Other witnesses scheduled to be interrogated at open sessions beginning this morning are Harold Fellows, NAB president; Robert K. Richards, public relations counsel and former NAB administrative vice president; Frank U. Fletcher, Washington attorney for KWTV (TV) Oklahoma City; Frank (Scoop) Russell, NBC Washington vice president, and Joseph Campbell, Comptroller General of the U. S.

Of so-called specifications received Friday, Comr. Lee said: "I know no more now than I did a week ago." Comr. Bartley asked if he cared to comment on letter from Moulder committee said: "Yes, plenty—but on Monday."

Letter also referred to other areas for study, such as "fraternization" between commissioners and industry personnel, conversations between commissioners and litigants, comparative tv hearing cases, antitrust and monopoly issues, and patent considerations.

Actually, Moulder letter to commissioners arrived at the FCC via messenger at 5:30 p.m., Friday. Comrs. Doerfer, Craven, Mack, Ford and Hyde had already left. However documents were accepted by secretaries or administrative assistants for all commissioners except Comrs. Hyde and Ford.

Official list of witnesses was released by Mr. Moulder on Friday. In another Friday development, Norman Gelman, fellowship student working with committee, resigned after "conflict of interests" question had been raised by committee members. Mr. Gelman is former reporter for *St. Petersburg* (Fla.) *Times*, whose owner, Nelson Poynter, has 60% interest in applicant for ch. 10 there. Newspaper was unsuccessful applicant for St. Petersburg-Tampa ch. 8 in 1954.

House investigators today summoned chairman John C. Doerfer and four of his fellow Federal Communications Commissioners to answer charges next week of "personal, official misconduct."

Other FCC members called to answer the charges were Robert E. Lee, Richard A. Mack, Rosel H. Hyde and Robert T. Bartley.

Chairman Morgan M. Moulder (D-Mo.) of a House Commerce Subcommittee investigating the FCC and five other regulatory agencies announced the names of the commissioners summoned for questioning on personal misconduct.

Moulder also said that comptroller general Joseph Campbell had told him that the allegations against the five FCC members, if true, were "improper and in violation of the law."

Moulder said that his subcommittee staff had found "no allegations so far, as of this time" of personal misconduct against the other two FCC members—T. A. M. Craven and Frederick W. Ford.

Doerfer, Lee, and Mack were appointed to the FCC by President Eisenhower. Hyde and Bartley were appointed by President Truman. Bartley is a nephew of Speaker Sam Rayburn.

Craven and Ford also were called to testify at next week's open subcommittee hearings. But Moulder emphasized that they

CONTINUES ON PAGE 10

PAY NOT WANTED

Unheralded one-minute talk outlining KOTV (TV) Tulsa's position against fee tv brought 2,400 letters, wires and postcards in three days—all opposing pay television, officials of Corinthian Broadcasting Co., owner of KOTV, reported Friday. They said KOTV Manager Jim Richdale made talk Tuesday without advance notice to public. Among 2,400 messages received opposing fee tv, they noted, 200 were from Bartlesville, Okla., where pay television operation now is underway.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

A&P SHOPS AT NETWORKS • Great Atlantic & Pacific Tea Co., N. Y., understood considering network television for first time. A&P, through Paris & Peart, N. Y., has been discussing time periods with all three networks. Among shows being pitched is CBS-TV's *Leave It To Beaver.*

NEW DREFT DRIVE • Procter & Gamble Co. (Dreft), Cincinnati, moving into undetermined number of markets—described by agency as "fair number, but important" —with new spot tv campaign that opens in some markets today (Mon.). Others on varying dates. Campaign may run six months or more. Dancer-Fitzgerald-Sample, N. Y., is Dreft agency.

STRATEGY SHUFFLE • Brown & Williamson, Louisville, Ky., understood taking portion of its budget out of spot tv and placing it in alternate week sponsorship of CBS-TV's Saturday 8:30-9 p.m. time period which was dropped by Mogen David wine and Helene Curtis. Specific show to be placed in that time period is not set yet. Ted Bates & Co., N. Y., is agency for Brown & Williamson.

4 NBC-TV Clients Reslotting; New Offers to McBee, Lorillard

With NBC-TV's *Court of Last Resort* adjourned as of mid-April by sole sponsor P. Lorillard Co. (Old Golds), cigarette advertiser (through Lennen & Newell) will fill rest of its 52-week contract (through next fall) with alternate week sponsorship of new Goodson-Todman film series, *Jefferson Drum*, Fri. 8-8:30 p.m. Alternate sponsor, effective April 25, is Chemstrand Corp., N. Y. (through Doyle Dane Bernbach). Chemstrand and Royal McBee Corp. (Young & Rubicam), dropping NBC-TV's *Sally*, thus will go 50-50 with Lorillard, Royal McBee joining Old Golds Sunday evening in 7:30-8 p.m. slot now occupied by *Sally*.

It's understood NBC-TV is offering two possible programs to McBee and Lorillard, one a quiz show, the other a revived *Panic* series consisting of some filmed episodes from 1956-57 season (then sponsored on NBC-TV by Max Factor and Liggett & Myers) as well as new installments. In allied move, possibly to insure both Lorillard and McBee of better lead-in audience, NBC-TV is scrapping sustaining *My Friend Flicka* in Sunday 7-7:30 p.m. time slot and May 18 is substituting *Noah's Ark*, also a revival.

at deadline

ABC-TV Sets Up Committee To Present Barrow Testimony

ABC-TV affiliates last Friday in Washington formally organized Select Committee to present case against Barrow Report on network practices, notably those provisions regarded as detrimental to network-affiliate relations. Alex Keese, WFAA-TV Dallas, was elected chairman. Morton H. Wilner, of Lyon, Wilner & Bergson, Washington, was retained as counsel.

Mr. Wilner promptly filed with FCC appearance on behalf of group, formally known as Select Committee of Affiliates of the ABC Tv Network. He asked Commission for postponement until Feb. 15 on filing of names of individual witnesses and requested 60-day delay, or until April 15, for presentation of their testimony.

Fred S. Houwink, WMAL-TV Washington, chairman of ABC Tv Affiliates Assn., Friday notified all affiliates of formation of committee, whose chairman later will be named. Members of committee are Mr. Keese, Mr. Houwink; Willard E. Walbridge, KTRK-TV Houston, Tex.; Donald Davis, KMBC-TV Kansas City; Tom Shelburne, WILK-TV Wilkes-Barre, Pa.; Philip P. Allen, WLVA-TV Lynchburg, Va.; Roger W. Clipp, WFIL-TV Philadelphia; J. Joseph Bernard, KTVI (TV) St. Louis and Otto Brandt, KING-TV Seattle.

FCC Switches Stop Olean Grant

FCC Friday amended table of assignments by substituting ch. 80 for ch. 70 in Bradford, Pa., effective March 7. Action makes ch. 70 available for translator station in North Warren, Pa., area. To make move possible, Commission reconsidered and set aside its Jan. 22 grant of translator outlet in Olean, N. Y., to rebroadcast signal of WBUF (TV) Buffalo, N. Y. Olean grant vacated to meet mileage separation requirements between that city and North Warren.

WCBC Being Sold

Sale of WCBC Anderson, Ind., by Civic Broadcasting Corp. to Radio WBOW Inc., Terre Haute, Ind., for $150,000 filed Friday for FCC approval. Purchaser also paying $8,000 for real estate. Rev. Paul Billheimer, principal owner of Civic; Jerome O'Connor (70%) and associates own WBOW. Mr. O'Connor also owns WPFA Pensacola, Fla., and 50% of KLEE Ottumwa, Iowa. WCBC-TV not involved in transaction, handled by Allen Kander & Co.

Rose, Barton Get Sarnoff Awards

Albert Rose, RCA Labs technical staff, and David K. Barton, engineering staff of RCA defense delectronic products, named winners of first David Sarnoff outstanding achievement awards in science and engineering. Mr. Rose, who has contributed to development of orthicon, image orthicon and vidicon tubes, being cited for "basic contributions to the understanding and utilization of photoelectronic phenomena"; Mr. Barton, for "important contributions to precise tracking radars." Awards, to be made annually, were established in September 1955 to commemorate 50th anniversary in radio of Brig. Gen. David Sarnoff, RCA chairman.

FCC Denies Plea to Upset Intermountain Microwave Grant

Reconsideration of FCC's Sept. 6, 1957, grant to Intermountain Microwave authorizing increase of its microwave facilities denied Friday by Commission. Protest had been filed with Hill County Tv Club, Harve, Mont., which operates two translator stations rebroadcasting signal of KFBB-TV Great Falls, Mont. Intermountain authorization was to build point-to-point relay station on Mount Baldy, Glacier County, Mont., to relay programs of KGEZ-TV Kalispell, Mont., and KXLY-TV Spokane, Wash.

In separate action, Intermountain granted authority to (1) modify existing facilities for station KOC46 on Tv Mountain to provide new circuit to Sliderock Mountain, both Granite County, Mont., (2) establish new station on Sliderock to relay signals from Tv Mountain to McDonald Pass, Mont., and (3) establish new station at McDonald Pass to relay signals of KHQ-TV and KREM-TV, both Spokane, Wash., to Helena, Mont., to provide service for subscribers of Helena Tv Inc. Denied was objection to latter action by KXLH-TV Helena.

Tall Tower Deadline Now Feb. 10

FCC postponed to Feb. 10 deadline for comments on tall tower rule making proposals (earlier story, page 78). Filing Friday at old deadline was NBC, which called proposed regulations premature; J. Elroy McCaw (KTVW [TV] Seattle) who favored adoption of suggested provisions and Air Transport Assn., which not only favored proposals but asked that language be revised to eliminate any "undue" penalty to air operations from tall tv towers.

'Mickey' Set For Another Year

ABC-TV has completed negotiations with Walt Disney for presentation of *Mickey Mouse Club* again next season, which will be fourth straight. Network said program would continue at 5:30-6 p.m. local time, Monday through Friday, but that current plans call for presentation of Disney serials Tuesdays and Thursdays under tentative title *Walt Disney's Serial Theatre*. Monday, Wednesday and Friday programs will continue as *Mickey Mouse Club*.

MOULDER BILL OF PARTICULARS

CONTINUES FROM PAGE 9

would be questioned about commission matters and not any allegations of personal misconduct.

The subcommittee also called three former FCC members and four industry representatives.

Campbell was also asked to testify at the hearings.

Moulder has said that the FCC members will be questioned under oath. He also indicated that his subcommittee will inspect the personal financial papers of the five members accused of improper activities.

They have been charged with accepting color television sets and other costly "favors" from the broadcast industry.

Moulder said Campbell would answer questions about the "expenses" of the FCC members. The general accounting office, of which Campbell is chief, has been investigating their expense accounts.

Former FCC chairman George C. McConnaughey was among the witnesses called. So were former FCC members Frieda B. Hennock and Edward M. Webster.

Harold E. Fellows, president of the national association of radio broadcasters, was called to testify, as were Frank Russell, vice president of the National Broadcasting Co.

Robert K. Richards, formerly with the NARB, and Frank U. Fletcher, an attorney for station KWTV Oklahoma City, were also called.

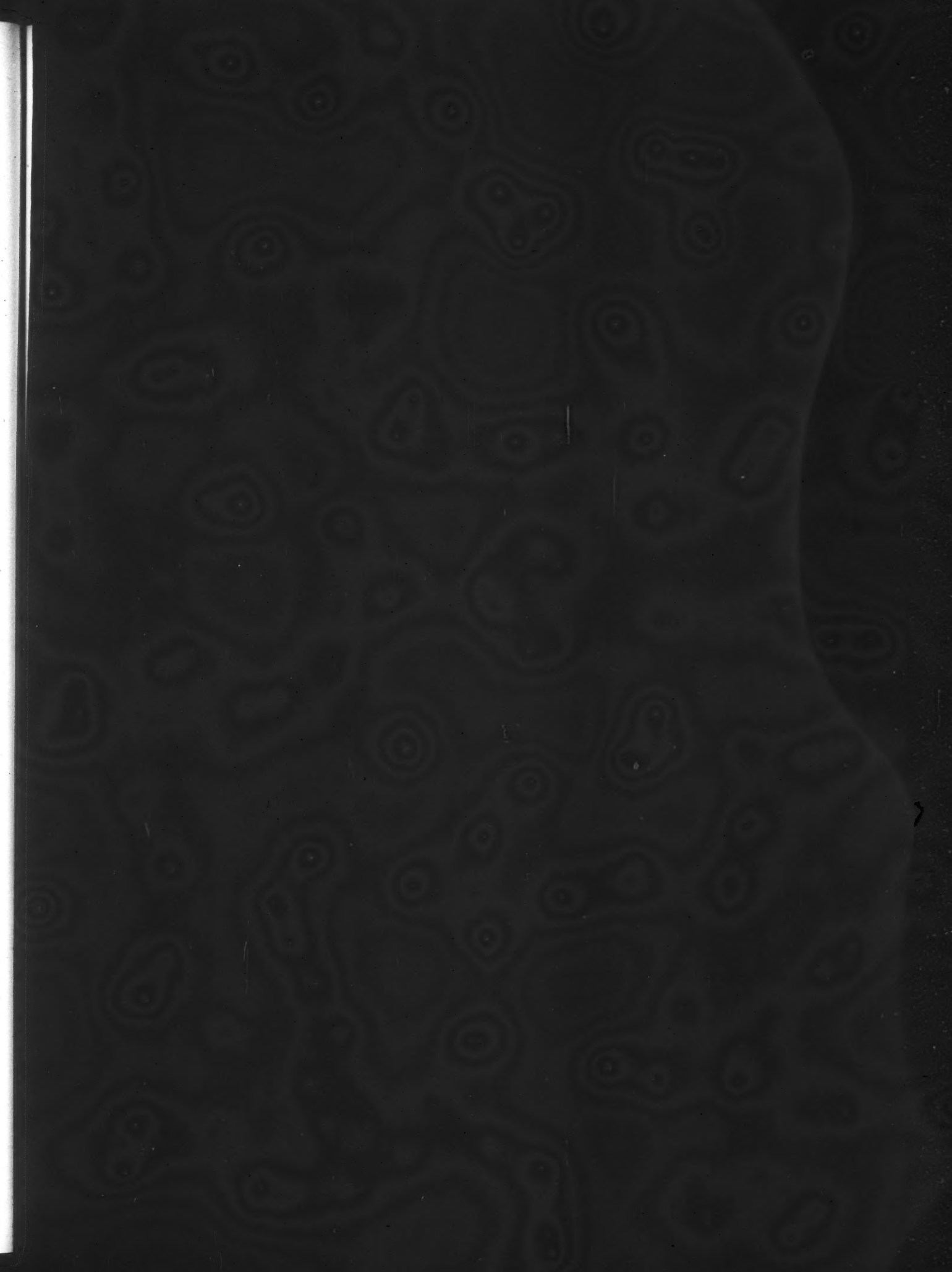
Moulder said that statements of the individual charges against Doerfer and the other four accused FCC members were being delivered to them today by special messenger.

Meanwhile, Norman Gelman, a special fellowship student working free for the subcommittee, handed in his resignation. Two subcommittee Democrats said Gelman, a reporter on leave from the *St. Petersburg,* (Fla.) *Times,* apparently had a "conflict of interest" because the publisher of the *Times,* Nelson Poynter, is president of a group applying for a contested tv channel.

Gelman, in a letter of resignation to Moulder, said there was no such "conflict of interest." He said he resigned because he could not be useful without "mutual confidence."

Nestle-LeMur Names O'Connell

Nestle-LeMur Co., N. Y., Friday named R. T. O'Connell Co., N. Y., to take over advertising for Harriet Hubbard Ayer and Pinaud Men's Toiletries Divisions, formerly serviced by Lewin, Williams & Saylor. O'Connell already services Nestle hair spray (radio spot user). Earlier in week, Nestle-LeMur quietly took over once-spectacular Flav-R-Straw account [AVERTISERS & AGENCIES, May 13, 1957], victim of overproduction and under capitalization. Nestle-LeMur may use barter tv for Flav-R-Straw since it has pilot barter operation going in 12 markets for certain other products. Flav-R-Straw once spent most of its $2 million budget in tv through Ruthrauff & Ryan.



WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's number ONE daytime TV program. Call Blair-TV today for rates and availabilities.

Sources: Trendex, December 1957/15-County Central Pennsylvania Trendex, November 1957

A TRIANGLE STATION

WFBG-TV

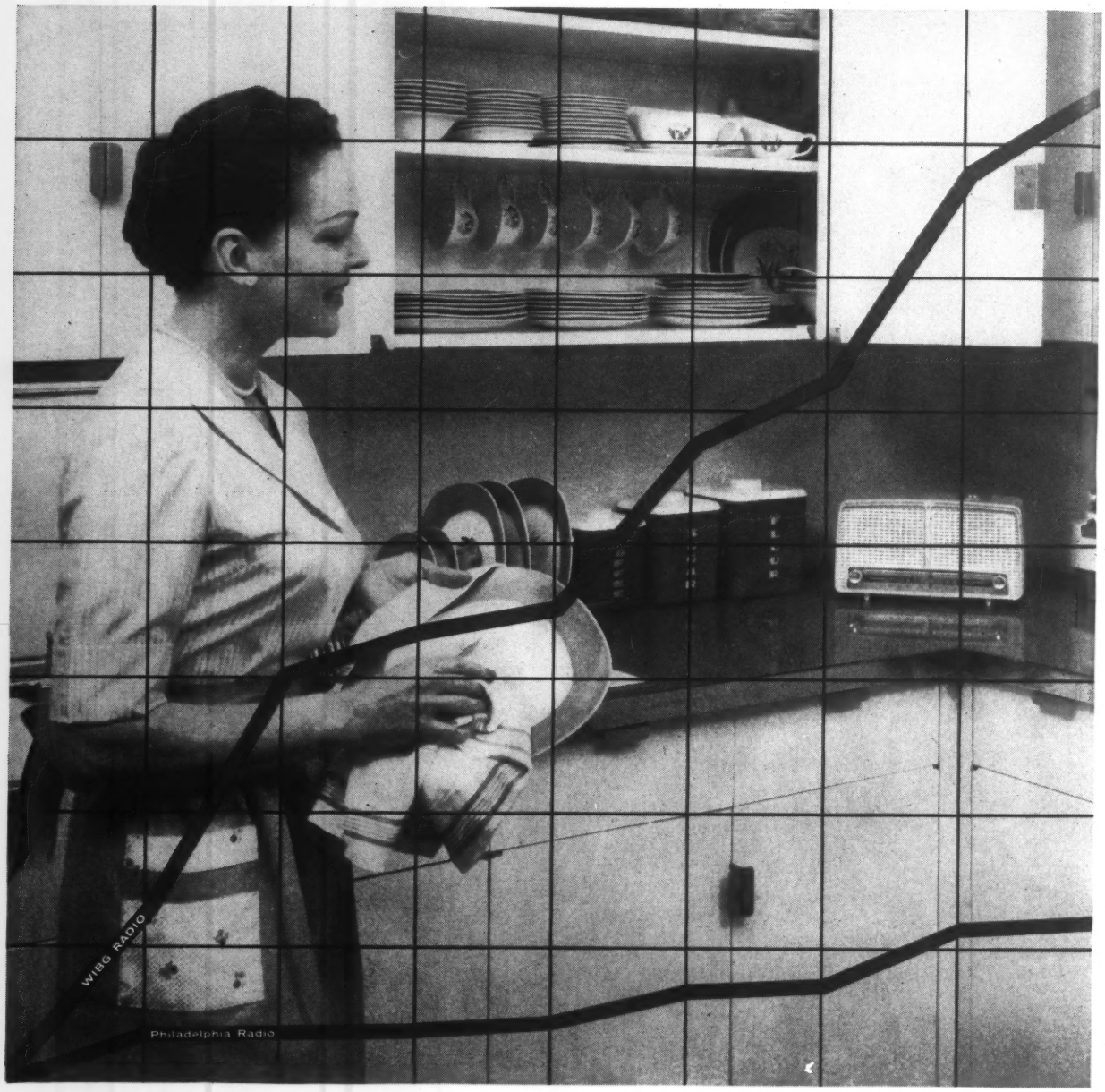
ALTOONA—JOHNSTOWN, PA.

Channel 10

ABC-TV • CBS-TV

***Represented by* BLAIR-TV**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WHGB-AM,** Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **WLBR-TV,** Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

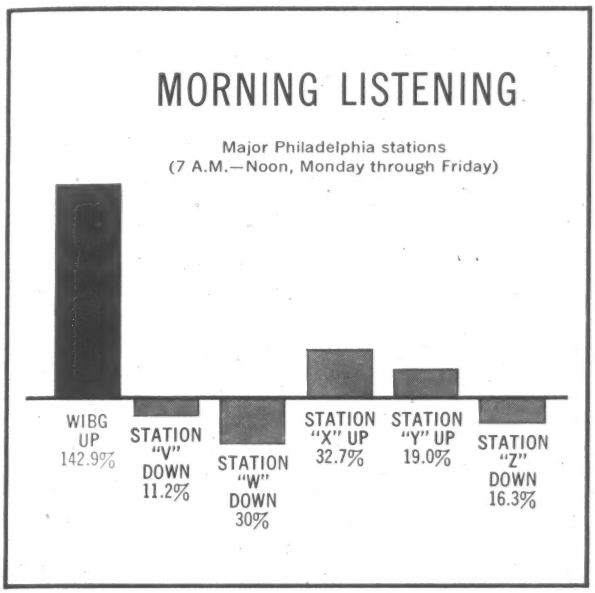


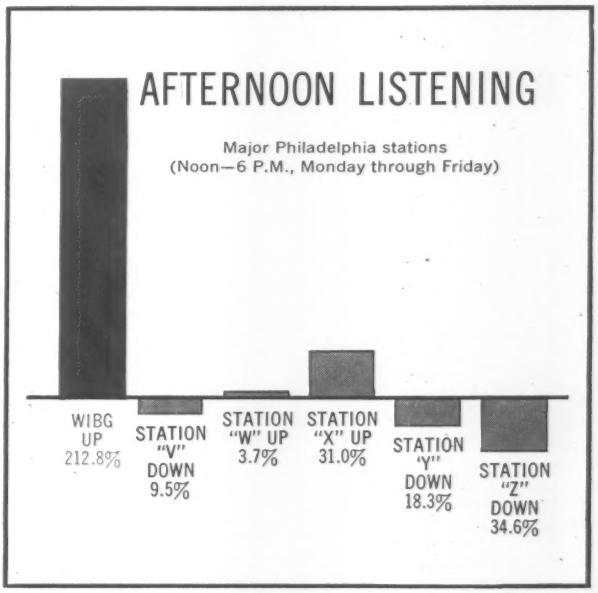
Philadelphia radio listening UP 31%*

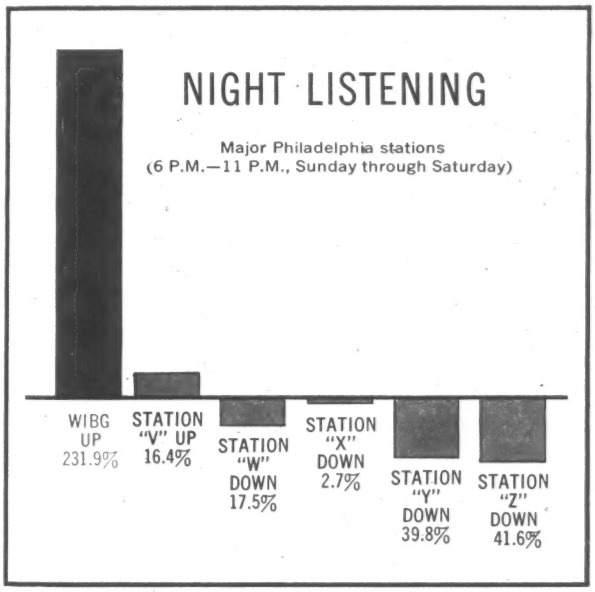
"Radio 99" (WIBG) listening UP 186%*

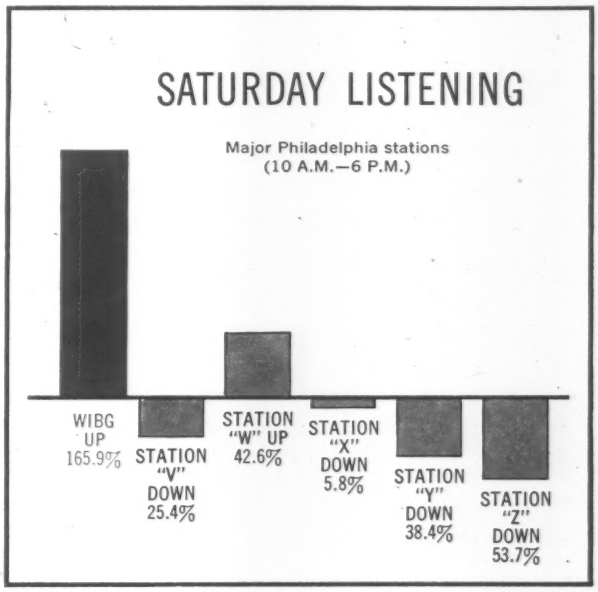
All data based on C. E. Hooper, Inc. (October-December 1957 vs. October 1956)

*Total rated time periods









WIBG

A STORER STATION
RADIO 99
99 ON YOUR DIAL

WIBG "RADIO 99"

Only station to gain in all time categories
Biggest overall increase—by far
First in night listening
First in Saturday listening

OVERALL SHARE OF AUDIENCE NOW 16.3%

To move your merchandise in Philadelphia, move to the station that's moving up under new Storer management and programming. Move up with WIBG, "Radio 99."

Represented nationally by the Katz Agency, Inc.

Years Ahead

BARTELL FAMILY RADIO

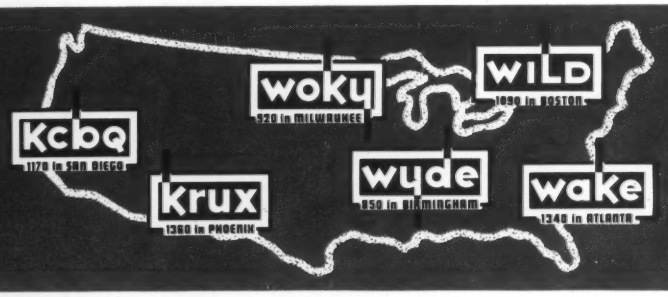
FORTUNE magazine this month gives recognition to Bartell Family Radio leadership in scientific research for achievement of maximum audience. Continual sampling and experimentation keeps Bartell Family Radio years ahead.

Years ahead in enrichment of audience composition. Years ahead in constant audience participation and response. Years ahead in community leadership.

Success of Bartell Family Radio, as FORTUNE indicates, is the product of scholarship, showmanship, salesmanship.

Bartell It... and Sell It!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 10 MILLION BUYERS

Sold Nationally by ADAM YOUNG, Inc. for WOKY The KATZ Agency

SID CAESAR INVITES YOU

It may be too soon to return a verdict on the new Sid Caesar-Imogene Coca show after just one exposure. What is needed is more time: time for the two to get used to one another again after a four-year lapse, additional time for the show to settle into shape.

Mr. Caesar looked a good deal thinner on this ABC-TV premiere than he did last season on NBC-TV; it may be significant in that the show seems skimpier, too. (Miss Coca, bless her, hasn't changed a bit.)

The trouble with the show—one that could fast dampen the ardor of their loyal followers—is that Coca and Caesar have but 30 minutes in which to do their stuff. Not really 30, at that, when one takes time out for commercials, opening and closing. It wasn't long ago that the duo had 90 minutes, if not unto themselves, at least in which to spot their routines.

Now the two have to cram. From last week's "Johnny Hat" sketch—an attempted parody on the various tv musical-variety shows—it can be gathered that the humor is ejected too quickly, pushed too hard. Lacking routines to separate the sketches, the Coca-Caesar style may wither from overexposure within the short span of 26 minutes. Mr. Caesar's marvelous mugging facility and Miss Coca's delightful cliches are not things to be ejected at a fast clip. They are luxury items that should be doled out carefully, sparingly, to be their effective best.

The first show, however, provided some funny moments—enough to whet the appetite for more. And enough to make viewers realize how much fun it could be to have the two pros back again.

Miss Helena Rubinstein, the sponsor, has given priceless time extensions to her customers through the use of hormone creams. She or some other advertiser ought to do the same for Caesar and Coco with another half-hour of time.

Production costs: $40,000.

Sponsored by Helena Rubenstein, through Ogilvy, Benson & Mather, on ABC-TV Sun. 9-9:30 p.m. Premiered live from New York Jan. 26.

Producer: Hal Janis; director: Frank Bunetta; assoc. producer: Bernice Weiler; writers: Mel Tolkin, Neil Simon, Mel Brooks, Mike Stewart, Danny Simon, Larry Gelbart; production company: Shellrick; musical director: Bernard Green; scene designer: James McNaughton; costumes: Jerry Boxhorm.

LOVE THAT JILL

The new Anne Jeffreys-Robert Sterling series on ABC-TV may be just nutty enough to succeed.

It's an improbable story line—Miss Jeffreys and Mr. Sterling run competing model agencies—in an improbable setting—swish metropolitan offices. The female executive is where many a working girl would like to be: at the top, with a male secretary and with a business rival who, surrounded by beauty all day, languishes only for her. The plot contrivances work well for the stars and their writers.

It looks as if nothing, including their own medium, is sacred to the latter. The second edition of *Love That Jill* spoofed another show's prize gimmick, the electronic mating machine. It was an amusing sequence in a half-hour that had its share of successful slapstick.

If the troupe can get enough mileage out of what would seem a limited situation they should be telling the story of Jacques and Jill (and Max Factor, whose commercials

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

Feb. 4, 11 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Feb. 3-7, 11, 12 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Feb. 3, 10 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

Feb. 4 (8-9 p.m.) *Eddie Fisher-George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Feb. 5 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Feb. 6 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

Feb. 8 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Feb. 8 (10:30-11 p.m.) *Your Hit Parade,* Toni through North and American Tobacco through BBDO.

Feb. 9 (6:30-8 p.m.) *Hallmark Hall of Fame,* Hallmark through Foote, Cone & Belding.

Feb. 9 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Feb. 11 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Feb. 12 (9-10 p.m.) *Bell System Science Series,* AT&T through N. W. Ayer & Son.

Public places

reported by Pulse

Indeed lunch counters, barber shops, beauty parlors, taverns, clubs, hotels attract sizable audiences for radio and TV. The great upsurge in portables and transistor sets—and portables for TV—are enormously expanding the total audience with personalized listening and viewing.

SYLVANIA TELEVISION AWARD FOR OUTSTANDING LOCAL PUBLIC SERVICE SERIES

"Awarded to WSPD-TV, Toledo, Ohio, for 'THE ONE INSIDE'—a courageous and dramatic 13-program film expose, which led to immediate reforms of conditions at the Toledo State Hospital for mentally ill."

THE ONE

Photographed and taped in the wards of the hospital by WSPD-TV and presented as a public service, viewers of the 17 counties surrounding Toledo learned for the first time such depressing truths as;—

- 70 patients in one small room.
- One tub to serve the entire dormitory ("and your turn for a bath isn't until next week").
- No fire exit.
- Toilets hardly more than boxes.
- No beds — merely blankets on the floor.

With the first program letters started to pour in — 20,000 of them before the series had been completed. WSPD-TV staffers carried these and films to the state capital, gained an audience with the law-makers; result;—

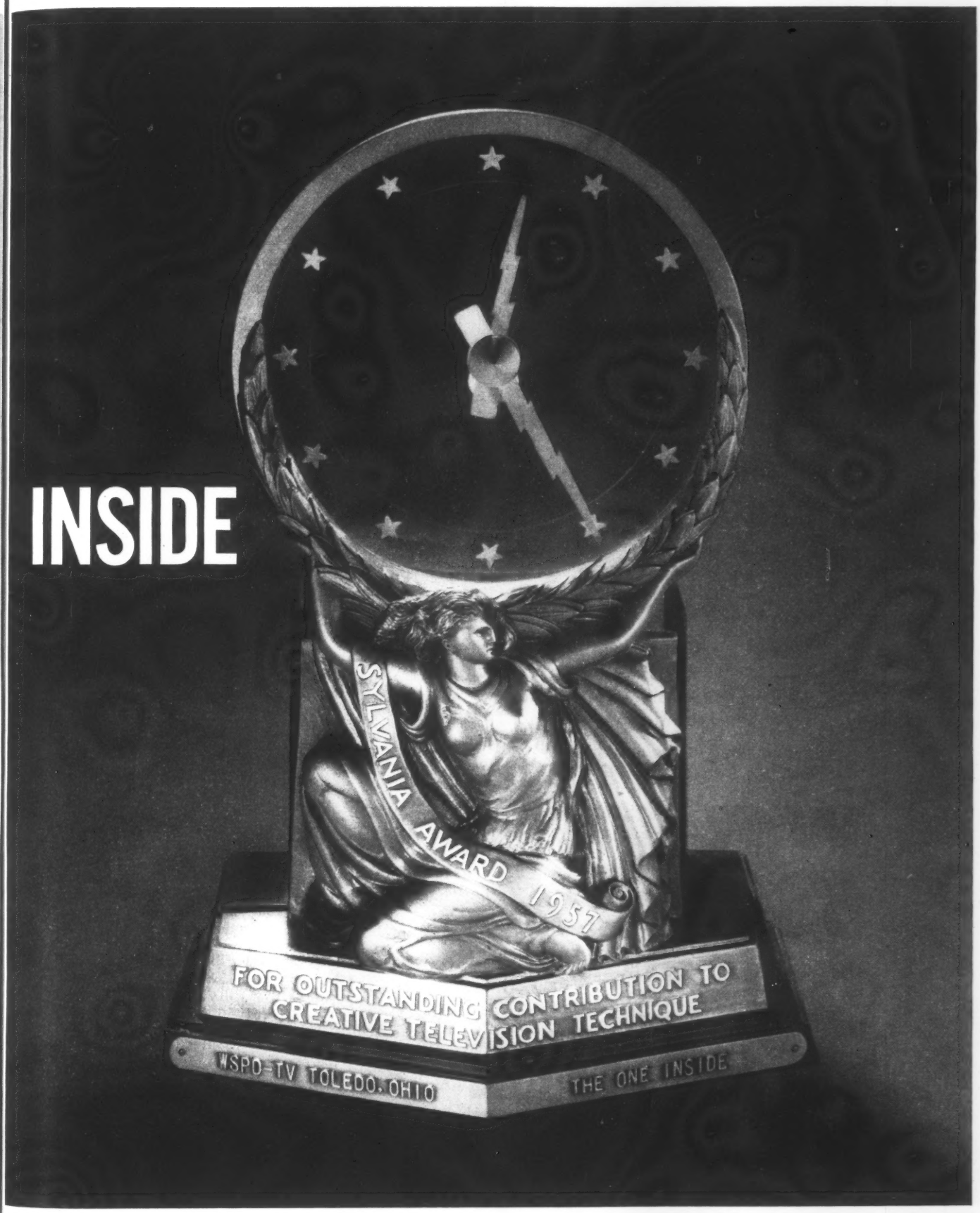
On June 18, 1957, the Toledo State Hospital was voted approximately $2,000,000 for new units and to renovate the present facilities. Construction is well on its way to completion.

...another in a long series of community projects undertaken, and brought to a successful conclusion by a Storer Station.

WSPD-TV TOLEDO, OHIO

STORER BROADCASTING COMPANY

WSPD-TV, Toledo, Ohio · **WJW-TV**, Cleveland, Ohio · **WJBK-TV**, Detroit, Mich. · **WAGA-TV**, Atlanta, Ga. · **WVUE-TV**, Wilmington-Philadelphia · **WSPD**, Toledo, Ohio
WJW, Cleveland, Ohio · **WJBK**, Detroit, Mich. · **WAGA**, Atlanta, Ga. · **WIBG**, Philadelphia, Pa. · **WWVA**, Wheeling, W. Va. · **WGBS**, Miami, Fla.


INSIDE
SYLVANIA AWARD 1957
FOR OUTSTANDING CONTRIBUTION TO
CREATIVE TELEVISION TECHNIQUE
WSPD-TV TOLEDO, OHIO
THE ONE INSIDE

HOOPER and PULSE AGREE!

RADIO LISTENING HAS CHANGED IN

ROCHESTER, N. Y.

Now! the rapid surge of the

WRVM

AUDIENCE IS CONFIRMED

August 1957 Hooper

WRVM Morning share 28.7
2nd station morning share 24.3

WRVM Afternoon share 29.8
2nd station afternoon share 25.0

October 1957 Pulse.

1st station morning share 25.0
WRVM morning share 22.0

1st station afternoon share 22.0
WRVM afternoon share 20.0

The fastest swing of audience in the history of New York State radio.

WRVM
680 radio
IN ROCHESTER, N. Y.

FLASH! WRVM 1st AGAIN! SEE HOOPER FOR OCT. - NOV., 1957

RATES ARE STILL LOW!
CALL FORJOE QUICK

are deftly integrated in the show) for some Mondays to come.

Production costs: $32,000.

Sponsored by Max Factor & Co. through Anderson-McConnell Inc. on ABC-TV Mondays, 8-8:00 p.m. EST. Executive producer: Hal Roach Jr.; producer-writer-creator: Alex Gottlieb; production company: Hal Roach Studios; director: William Seiter; production supervisor: James W. Lane; director of photography: Lathrop Worth; film editor: Bert Jordan; art director: James Vance; musical director: Leon Klatzkin.

SEEN AND HEARD

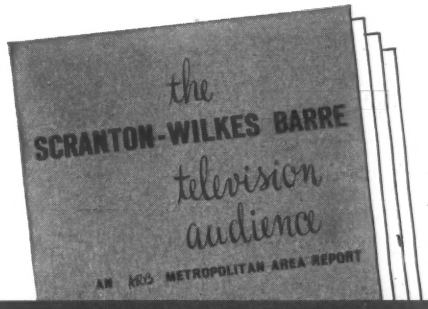
The "cultural ghetto" known as Sunday afternoon tv was crowded with superlative showmanship last week. Among the items offered:

• A hilarious half-hour ad-lib session hogged by Groucho Marx. The show was CBS-TV's *The Last Word*, but this time the last word wasn't Dr. Bergen Evans'—it was Groucho's. The Marx manifesto included a serious jab at advertiser fear of "true comics" and a number of far lighter comments that put to the test the collected patience of Dr. Evans, John Mason Brown and radio-tv critic Harriet Van Horne. (The program, rebroadcast Tuesday night on CBS Radio, lacked much of the fun since it lacked a visual Groucho.)

• A 90-minute ham session with Cyril Ritchard and friends on NBC-TV. The offering was Jacques Offenbach's "La Perichole," one of the better light operas in the repertoire of the Metropolitan Opera Assn. The *Omnibus* version was carried off with great style and artistry by Mr. Ritchard as director and star, Laurel Hurley, Theodor Uppman and Alessio de Paolo. If this is opera, "How long has this been going on?" (in the words of a 20th Century Offenbach). The viewer can be grateful that television finally has wrested this art from the few who live near the Met' to share it with the rest of the country.

• A profoundly-moving adaptation of John Bartlow Martin's explosive *Harper's* magazine report on the 1947 Centralia, Ill., mine disaster that claimed 111 lives. This searing indictment of bureaucracy on CBS-TV may well rate as the best of the short lived *Seven Lively Arts* programs. (The series, having tried in vain to find a sponsor, goes off the air this month.) The script by Loring D. Mandel was further polished by George Roy Hill's skillful directorial hand. Other credits worth noting: Producer Jud Kinberg, narrator Jason Robards Jr. and Maureen Stapleton as the widow of one of the miners.

(On a post-*Lassie* or evening note: Other musical variety shows may be doing themselves to death with a abundance of guest stars who bring nothing but their tinseled names. But so long as Dinah Shore hosts Frank Sinatra [or vice versa] and the two get together on the old standards—as they both did when they were working for peanuts at WNEW New York back in the 'thirties—NBC-TV and Chevrolet and Henry Jaffe Enterprises have nothing to lose.)



AGAIN AND AGAIN, ARB REPORTS:

. . . significant figures . . . in Pennsylvania's third market

WDAU-TV dominates!

QUARTER HOURS . . . LEADERSHIP BY STATIONS

WDAU-TV . . . 318

station B 123

station C 83

station D 2

AUDIENCE SHARE

WDAU-TV . . 39.3

station B 28.9

station C 22.8

station D 8.8

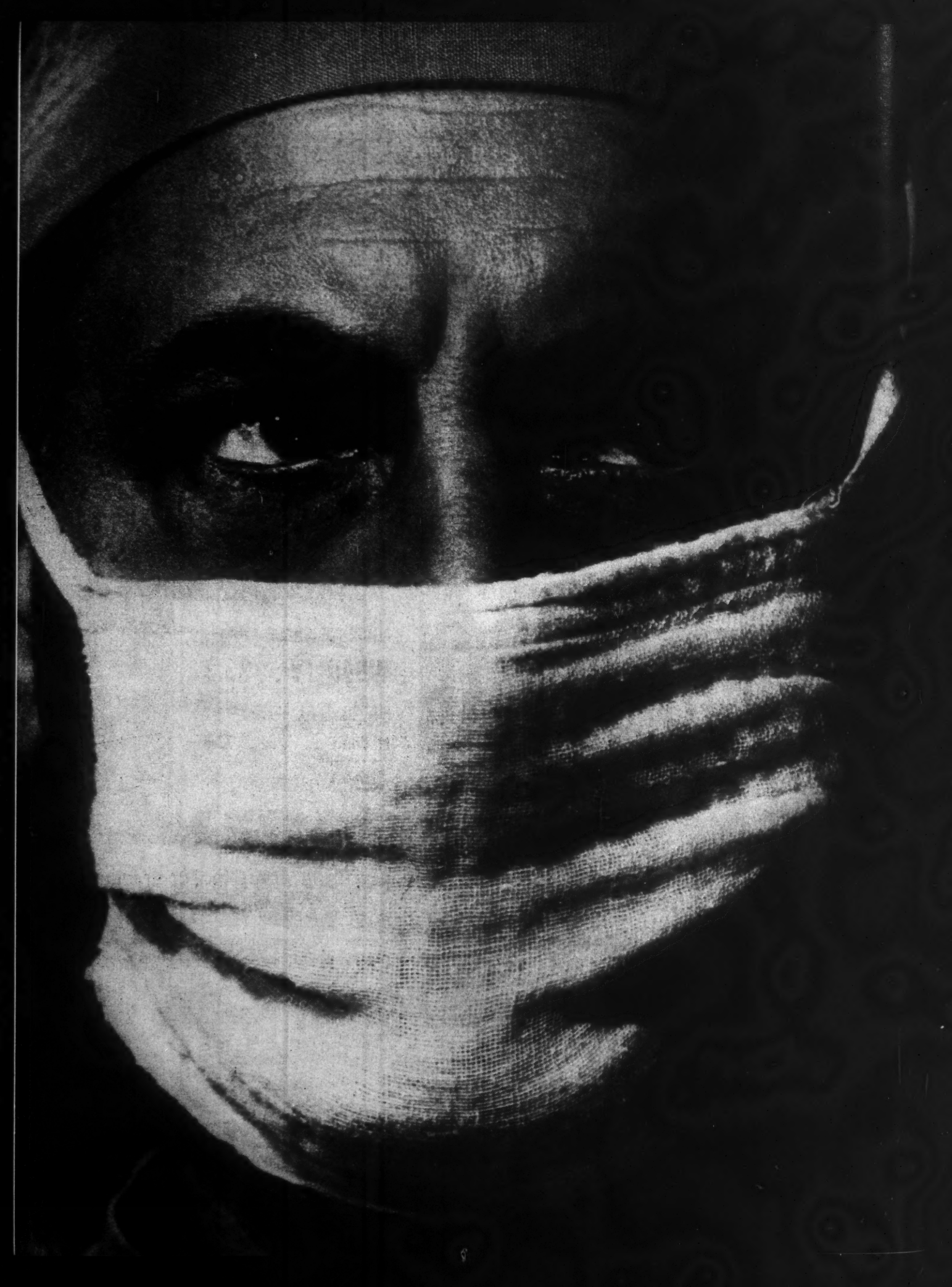
Here . . . in the Scranton-Wilkes Barre market . . . THIRD LARGEST IN THE THIRD LARGEST STATE . . . from the area's highest tower, WDAU-TV's dominant position is established beyond all doubt. November, 1957, ARB again proves by a substantial margin that WDAU-TV is your best buy.*

The big station with the big programs serves Scranton-Wilkes Barre and 52 communities, each with a population of 5000 or more. WDAU-TV covers 19 counties in Northeastern Pennsylvania . . . sells 1,500,000 people.

WDAU-TV channel 22 in Scranton-Wilkes Barre

CBS Television for Northeastern Pennsylvania

*Call your H-R Television Representative



MEDIC No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content. First run off the network, through CNP exclusively.

CNP

NBC TELEVISION FILMS – A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

SAM's shot-in the arm...

With power boosted to 91,200 watts (and more to come) PLUS new downtown Abilene studios — the Central - West - Texas market is truly ONE big KPAR-TV town. It's yours by itself or as part of the economical West Texas Television Network.

KPAR-TV TV families 65,795
KDUB Station's TV families 282,249

K/DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

President and Gen. Mgr. W. D. "Dub" Rogers
Nat'l. Sales Mgr. E. A. "Buzz" Hassett

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

OPEN MIKE

Mercury's Zero at WRVM

EDITOR:

I note that with a great deal of pomp and circumstance, Irving B. Green, president of Mercury Records, has announced an advertising campaign. Everyone got into the press release, the agency, the account supervisor, the account executive, the advertising manager complete with names and size of budget.

The release was careful to explain that both magazines and newspapers would be used. . . .

It is to be presumed that some brilliant thinking went on in planning this earth-shattering explosion. Someone must have considered the idea that "we don't need radio, we get that free anyway."

The reaction may be violent. Let broadcasters not shirk their responsibility in helping to build this label so that they will have more to spend in print next year.

Harry Trenner
President
WRVM Rochester, N. Y.

Keeping Faith

EDITOR:

I am grateful to you for granting me permission to utilize tables and graphs in the 1957 BROADCASTING Yearbook-Marketbook for an address I am making in Detroit. . . . This will add a great deal. . . .

I believe that we are among your most faithful readers. We scan each issue and find much helpful and informative material in it. You pack an amazing lot of information into these issues.

Eugene R. Bertermann
President
National Religious Broadcasting Inc.
St. Louis, Mo.

No Slight Intended

EDITOR:

The reports and claims made by KMOX St. Louis on Dec. 20 concerning the coverage of Mt. Vernon tornadoes were completely accurate and complete. The difficulties and "inaccuracy" claims arose when the story was rewritten by a BROADCASTING reporter at deadline.

In the original release that was dictated to a BROADCASTING reporter, and read back by the reporter for accuracy, it was stated: "KMOX was the only 'St. Louis' station able to obtain direct reports from the disaster area."

When the DATELINE story appeared, the word St. Louis was deleted.

Paul Douglass
Public Relations Director
KMOX St. Louis

[EDITOR'S NOTE: Mr. Douglass sheds more light on a story which brought protests from Raymond J. Cheney, general manager, WMIX Mt. Vernon, Ill. (OPEN MIKE, Jan. 27).]

IN PUBLIC INTEREST

WET SHOW • WTSP St. Petersburg, Fla., program director Leeds Scofield remained underwater at Weeki Wachee Spring for 12 hours Jan. 22 to appeal for contributions to the March of Dimes. Mr. Scofield remained in a sub-surface stage 20 feet under water. The upper half of the stage is covered with an eight-foot plastic dome, an air chamber in which the broadcast was released. Mr. Scofield used an air hose to dive to the stage and wore a rubber suit, face mask and swim fins.

BRACKEN AT TELETHON • KSLA-TV Shreveport, La., had stage-screen-tv star Eddie Bracken emcee that station's telethon for the March of Dimes on Jan. 18. The show raised approximately $34,000 between 10:30 p.m. Saturday and 3 p.m. Sunday.

COUNT DOWN • KODY North Platte, Neb., launched rockets during its marathon broadcast for the March of Dimes Jan. 18. For every $100 contributed, Bill Wood, program director, was lifted 60 feet in a rocket attached to an 80-foot boom on the back of a truck. "The Bill Wood Count Down for Polio" originated from the courthouse square and despite inclement weather the rocket rose seven times for $700.

FAMILY AIDED • WIRY Plattsburgh, N. Y., netted approximately $5,000 in six hours of broadcasting Jan. 20 in an appeal to aid the widow and six children of the local assistant fire chief who died suddenly after a heart attack. Entitled "The Ernest J. Duffany Memorial Tribute," the program included personal appeals from residents of the community, a history of the official's life and periodic reports on contributions. Firemen and policemen collected the money pledged by telephone.

TELETHON FOR POLIO • WSVA-TV Harrisonburg, Va., held its first telethon for the March of Dimes Jan. 18-19. With 126 acts from nine counties participating, the show raised $10,140 in pledges. A network of ham radio operators located in the outlying counties relayed messages to the m.c.

FORE CHARITY • KIDD Monterey, Calif., presented a check for $1,500 to the Bing Crosby Pro Amateur Golf Tournament to be turned over to Monterey Peninsula charities. The amount was received from proceeds of the sale of exclusive radio rights to the annual $50,000 classic to a special network of independent west coast stations.

HEALTH SERIES • WADS Ansonia, Conn., conducted a public service series of health discussions after a health survey recommended that five towns in the Naugatuck Valley should organize the first district health department in the state. WADS manager Sidney Byrnes set up a series of nine programs dealing with the pros and cons of the recommendation. The 30- and 45-minute programs were broadcast twice daily and a final panel discussion lasted an hour and 37 minutes.

Mrs. America
who controls
the purse-strings
of the nation

tell her...
sell her with

PURSE-SUASION

Penetrating Saturation with Daytime Spot-TV

Advertisers who sell to the home and family are having marked success with PURSE-SUASION—through which sales messages are strategically placed, Monday through Friday, covering the entire daytime audience. Reasons for this success are obvious:

1. It combines the persistence of Saturation with the impact of Television.

2. No other medium delivers your selling message with Television's penetrating power of Sight, Sound and Motion.

3. Through PURSE-SUASION your commercial reaches Mrs. America at home—during her "business hours"—when you can most easily focus her thoughts on the health and comfort of her family.

Developed by the stations Blair-TV represents, PURSE-SUASION is available at rates that appeal to alert mass-market advertisers. It can be applied in one market—or coast-to-coast. For details, phone your nearest Blair-TV office. . . . . Or use this handy coupon now ▶

Blair-TV represents these major-market stations:

WABC-TV—New York
WBKB—Chicago
KTTV—Los Angeles
WFIL-TV—Philadelphia
WXYZ-TV—Detroit
WHDH-TV—Boston
KGO-TV—San Francisco
WIIC—Pittsburgh
KTVI—St. Louis
WEWS—Cleveland
WJZ-TV—Baltimore
KFJZ-TV—Dallas-Ft. Worth
KING-TV—Seattle-Tacoma
WPRO-TV—Providence
WCPO-TV—Cincinnati
KGW-TV—Portland
WDSU-TV—New Orleans
WFLA-TV—Tampa
WBNS-TV—Columbus
WMCT—Memphis
KFRE-TV—Fresno
WOW-TV—Omaha
WNBF-TV—Binghamton
WFBG-TV—Altoona

BLAIR-TV, DEPT. C
415 Madison Avenue, New York 17, N. Y.

I'd like complete information about PURSE-SUASION—and how to use it most effectively. Please phone me for an appointment.

Name_____

Position_____

Company_____

Street Address_____

City & State_____ Phone_____

BLAIR-TV

OFFICES: NEW YORK • CHICAGO • BOSTON • DETROIT • ST. LOUIS
TEmpleton 8-5800 SUperior 7-5580 KEnmore 6-1472 WOod'rd 1-6030 CHestnut 1-5686
JACKSONVILLE • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE
ELgin 6-5570 RIverside 1-4228 DUnkirk 1-3811 YUkon 2-7068 ELliott 6270

LOOK WHAT BLEW IN FROM KANSAS...

. . . to help run KWFT . . . my old sidekicks . . . Homer Cunningham, program director . . . Lew Dickensheets, assistant manager . . . and Dave Dary, news director. Greeting them is Les Pierce, sales manager.

If you know these guys, you know why I snared them . . . they're the greatest!

The mug at left is me, Ben Ludy . . . proud new prexy of KWFT. We bought this station for its fantastic coverage . . . ½ mv/m radius of nearly 250 miles . . . in the rich Southwest.

It's a great station . . . and getting greater! A big value for your ad dollar . . . and getting bigger! Your H-R man has all the dope.

Ben Ludy

President and General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

620 KWFT kc -- Wichita Falls, Texas

Call Your H-R Man

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $7.00

☐ 52 weekly issues and Yearbook Number 11.00

☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

*Occupation Required

Broadcasting Publications Inc.

Sol Taishoff, President — Maury Long, Vice President — Edwin H. James, Vice President

H. H. Tash, Secretary — B. T. Taishoff, Treasurer — Irving C. Miller, Comptroller

BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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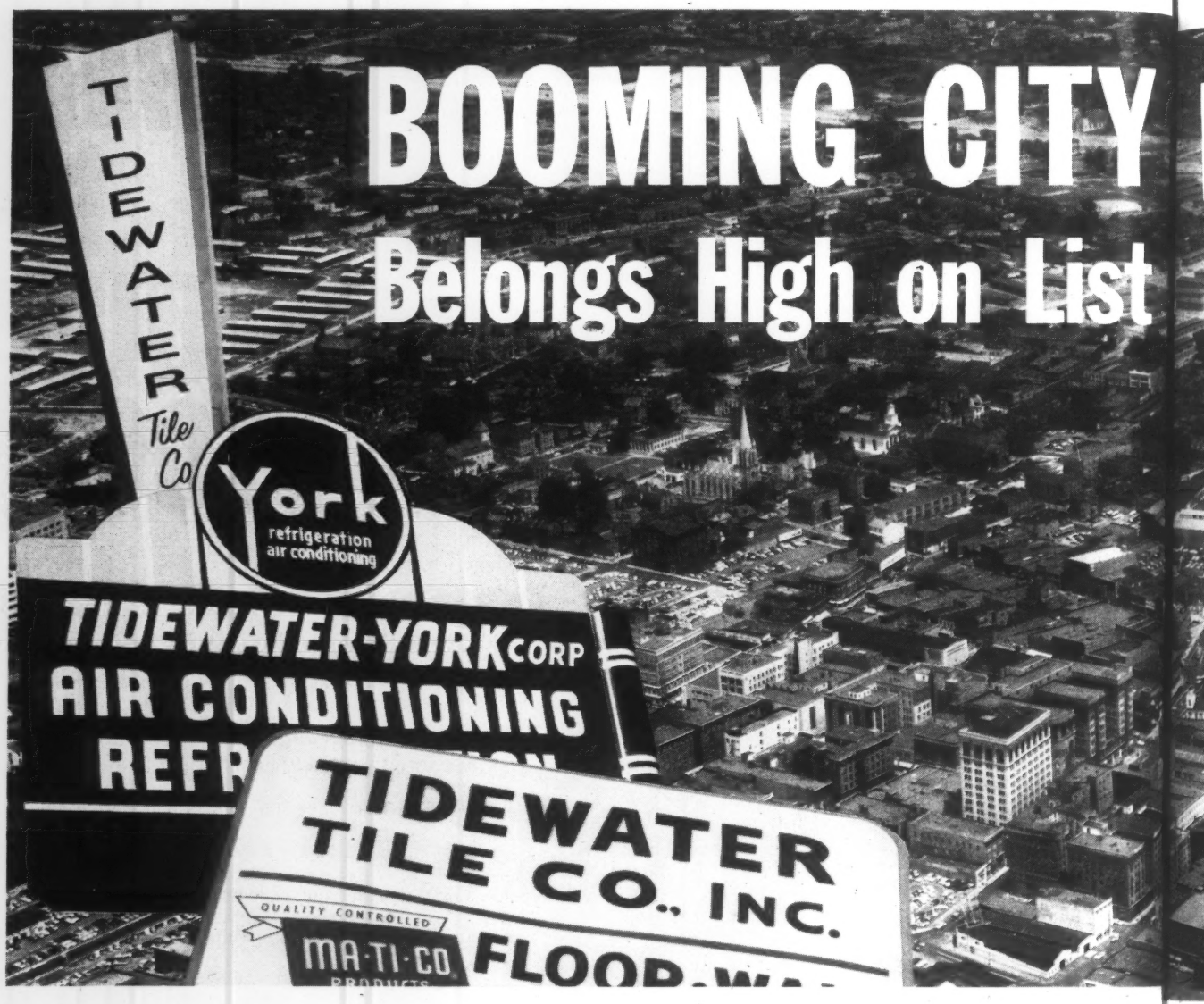
PREFERRED IS OUR STOCK

It trades HIGH in the Shreveport Market! During the November ARB rating week, *both Shreveport Channels* carried a simultaneous line feed of an address by President Eisenhower. 50% MORE viewers preferred to watch this address over KSLA-TV! This rating story proves that more people in Shreveport *prefer* to watch our channel. Top-notch local programming combined with our basic CBS affiliation, plus an active approach to community service, has a great deal to do with keeping KSLA-TV the *"preferred"* station for advertisers and viewers alike. You, too, can invest in our *"preferred"* audience by getting the complete story from your Raymer Man.

KSLA TV

basic CBS *channel* **12** *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.



AS you can see, Tidewater is spelled with a capital T in Virginia. Unlike the old ox road in the song, Tidewater, Va., is a *place*, not just a proposition. Any Virginian can tell you exactly where it is.

It is the single, continuous urban area comprising the cities of Norfolk, Portsmouth, Newport News, Warwick and Hampton in a booming metropolis ringing Hampton Roads, one of the world's greatest natural harbors.

Warwick and Newport News will merge July 1; and it has been proposed that all five should unite.

For marketing purposes, all five already are one city, spelled TIDEWTAR, Va. which spelling locates and defines the market. For WTAR delivers the whole package.

WTAR was the first Radio station in the market. WTAR was the first Television station in the market. And WTAR *continues* to lead in both Radio and TV. WTAR's years

of experience and well established leadership can lead you to more sales in TIDEWTAR, Virginia's greatest and one of the nation's fastest growing markets!

TIDEWTAR, VA.

Market No. 1 in the State, No. 27 in the Nation.

WTAR RADIO
790 Kilocycles

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Channel 3

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WILS

the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to Forrest Flagg Owen Jr.

It would perhaps be an exaggeration to say that Forrest Owen was born under a microphone, but it's the literal truth that he grew up in radio. From his first after-school job at WELL Battle Creek, Mich., to his present position as executive vice president of Wade Advertising Agency Inc., Los Angeles, broadcasting has been an important part of his life.

Born Sept. 5, 1918, in Philadelphia, Forrest Flagg Owen Jr. was moved at an early age to Battle Creek, where his father was associated with the far-flung public utility empire of Samuel Insull. Here young Mr. Owen spent his boyhood, attended public grade and high school and, at 15, embarked on a career in radio. The Insull empire had collapsed, Mr. Owens Sr. had become manager of WELL, and Forrest Jr. got into radio on the ground floor, which he swept thoroughly each day as part of his duties as station janitor.

A trick at the mike was shortly added to his janitorial chores and before his high school days were over Forrest was working exclusively as an announcer. For a year after graduation he stayed on at WELL as a fulltime staff announcer, before going to Michigan State College at East Lansing, where he majored in speech and dramatics and worked at the college station, WKAR.

In 1941, his scholastic efforts earned him a B.A. degree and his station experience got him an announcing job at WXYZ Detroit, where he was soon promoted to night supervisor. Next came a short-lived job as chief announcer of KXEL Waterloo, Iowa, from which young Mr. Owen went to WTOL Toledo as production manager. A year later an offer to join the Allan Miller Advertising Agency in Toledo took him from station work to the agency side of the street.

From Toledo, Mr. Owen moved in 1944 to the Wade Advertising Agency in Chicago as director of *Quiz Kids*, half-hour Sunday evening program on the Blue Network (now ABN) for Miles Labs' Alka-Seltzer and One-a-Day Vitamins. He also worked on Miles' *National Barn Dance*, Saturday nights on NBC, plus the local shows of other Wade clients. After two years in Chicago, Mr. Owen was transferred to the Los Angeles office and put in charge of two other national network programs sponsored by Miles Labs—*Lum and Abner* on ABC and *Queen for a Day* on MBS.

With his promotion to the post of radio director of Wade's west coast branch, Mr. Owen also assumed responsibility for Miles' *Curt Massey-Martha Tilton Show* on CBS and the *Alka-Seltzer Newspaper of the Air* on the Don Lee regional network, where it is now in its 24th year, 23 of them for Alka-Seltzer.

About this time tv was starting to show signs of developing into a major advertising medium and Forrest Owen decided he ought to know something about it. So he persuaded the management of Don Lee's experimental tv station, W6XAO (now KHJ-TV) Los Angeles, to let him experiment along with them. Alka-Seltzer's radio show, *Queen for a Day*, became a local tv attraction as well long before commercial tv reached the West Coast. And it remained a local program, so far as tv was concerned, long afterward, until the expiration of Mutual's 10-year exclusive contract for tv as well as radio rights to the program.

In the fall of 1954 Mr. Owen was selected as the man to open a Wade production and service office in New York, but his 10 years in the West had converted him into an enthusiastic Californian and in September 1956 he eagerly seized the chance to leave Madison Avenue and return to Hollywood Boulevard. Following the death of its founder, W. A. Wade, the agency had been reorganized into two corporations: Geoffrey Wade Advertising Inc., Chicago, and the wholly-owned but independently-operated Wade Advertising Agency Inc., Los Angeles.

After a year as vice president in charge of the west coast office of Wade Advertising Agency, Mr. Owen is now executive vice president, supervising such accounts as Miles California Co., which handles sales of Miles products in six western states; National Van Lines; Paper Products; Sees Candy Co., and Calusa Chemical Co. Broadcast media play an important part in the advertising of these clients and Mr. Owen is constantly watching and experimenting with new developments in radio and tv. Currently, he is testing the Southern California renaissance of fm for two accounts and is conducting a saturation radio campaign for Alka-Seltzer during the winter cold season in Fresno.

Mr. Owen and his wife, the former Mary Lee Greene, whom he married in 1946, and their three daughters—Kathy, 10, Drusilla, 9, and Judy, 2½—live in suburban Van Nuys, but whenever possible they throw tents and sleeping bags into the family car and head for the mountains or desert for a weekend in the open, where Forrest can enjoy his hobbies of camping and swimming. He belongs to Radio & Television Executives Society of New York and Advertising Golfers Assn. of Southern California.

19.1

Nov. ARB average in every rated Popeye market

Highest rated daytime children's show—that's Popeye! November ARB figures in all 60 markets show he's been flexing his muscles again—with ratings up to 36.4! Share-of-audience figures are bulging too—in Baltimore, for example, Popeye has 75.5%, in Philadelphia 70.3%, in Detroit 61.5%. Want to cash in? Write, wire or phone for complete list of ARB ratings in 60 markets.

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CHARLOTTE TOTAL AREA ARB SURVEY

The nation's 21st television market* was surveyed by the American Research Bureau the last week in November.

Here are the highlights of the 80-county survey:

DAYTIME

(Monday through Friday 7 AM - 5 PM)

Total Number Quarter Hours: 200

Quarter Hour Wins

WBTV	199	WSOC-TV	1
Percent	99.5%	Percent	0.5%

NIGHTTIME

(Sunday through Saturday 7 PM - 11 PM)

Total Number Quarter Hours: 112

Quarter Hour Wins

WBTV	100	WSOC-TV	11
Percent	90.1%	Percent	9.9%

TOTAL WEEK

Total Number Quarter Hours: 501

Quarter Hour Wins

WBTV	455	WSOC-TV	45
Percent	91.0%	Percent	9.0%

OVERALL SHARE OF AUDIENCE

WBTV	70.5%	WSOC-TV	29.5%

TOP 30 PROGRAMS

1. Gunsmoke	WBTV	16. Talent Scouts	WBTV
2. I've Got A Secret	WBTV	17. Broken Arrow	WBTV
3. Climax	WBTV	18. Trackdown	WBTV
4. Have Gun, Will Travel	WBTV	19. Danny Thomas	WBTV
5. Gale Storm Show	WBTV	20. Burns & Allen	WBTV
6. The Millionaire	WBTV	21. Alfred Hitchcock	WBTV
7. I Love Lucy	WBTV	22. Harbourmaster	WBTV
8. Zane Grey Theater	WBTV	23. Weatherman	WBTV
9. Ed Sullivan	WBTV	24. Mighty Mouse	WBTV
10. Perry Mason	WBTV	25. (Tie) Jimmy Dean Show	WBTV
11. G. E. Theater	WBTV	(Tie) $64,000 Question	WBTV
12. The Big Record	WBTV	27. Schlitz Playhouse	WBTV
13. Red Skelton	WBTV	28. Harbor Command	WBTV
14. Esso Reporter	WBTV	29. Father Knows Best	WBTV
15. Waterfront	WBTV	30. Dr. Hudson	WBTV

Your CBS Television Spot Salesman is anxious to show you the complete report. Call him today!

*Television Magazine Set Count

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 5 FERRUARY 3, 1958

FCC, SCHWARTZ COME TO SHOWDOWN

- **Commission gets its 'day in court' on fraud, corruption charges**
- **Big question: Does Schwartz have any more aces up his sleeve?**
- **And if so, will committee try to keep him from playing them?**

The preliminaries were held last Wednesday and the main bout begins today (Monday) in the attempt of the House Legislative Oversight Subcommittee—or more appropriately Dr. Bernard Schwartz, chief counsel—to determine if members of the FCC are guilty of "fraud, corruption [or] incompetency."

At least three days of public hearings begin today with the commissioners to be called to explain charges made by Dr. Schwartz in a confidential memorandum leaked to the press 10 days ago [LEAD STORY, Jan. 27]. A "bill of particulars," specifying the charges being made against them, along with a copy of the Schwartz memorandum, reportedly was to be hand-delivered to the commissioners before the hearings start.

Asked if the subcommittee now has enough information gathered against the commissioners to stand up during the hearings, Rep. Moulder (D-Mo.), chairman of the subcommittee, stated: "I wouldn't want to comment on the evidence" prior to the hearings.

The hearings officially were scheduled during a 2½ hour executive meeting of the subcommittee on Wednesday following a virtual "ultimatum" by Rep. Oren Harris (D-Ark.), chairman of the parent House Commerce Committee, to air the charges openly. At the opening of last week's "general" hearings on the six regulatory agencies the subcommittee is investigating, Rep. Harris announced the Commerce hearing room would be available for that purpose this week.

In announcing this week's hearings, the subcommittee designated these six areas to be taken up: "(1) conduct of commissioners; (2) ex-parte relationship with litigants; (3) comparative television cases; (4) FCC and antitrust policies; (5) FCC and patent misuse, and (6) FCC and Press Wireless." All six of these areas were covered in the Schwartz memorandum, and the commissioners will be required to give their answers to Dr. Schwartz and the committee members under oath.

While Rep. Moulder stated he did not know what witnesses, other than members of the FCC, would testify at this week's hearings, it was learned Thursday that the following industry figures will appear:

Robert K. Richards, administrative vice president of the NAB at the time Comr. John C. Doerfer (now chairman) made a trip to Oklahoma City and Spokane, Wash., at 10 a.m. Mr. Richards' testimony will concern NAB expenses paid Mr. Doerfer during the 1954 trip.

Frank Fletcher, Washington attorney representing KWTV (TV) Oklahoma City, Monday. He will present KWTV records furnished by Edgar Bell, the station's general manager, also concerning remuneration received by Mr. Doerfer.

Harold Fellows, NAB president, a third Monday witness. He is expected to be asked about the Doerfer trip and other commissioners' trips when NAB footed the bill.

Frank (Scoop) Russell, NBC Washington vice president, scheduled for a Tuesday appearance. His subject: RCA color tv sets in the homes of commissioners.

Also following last Wednesday's executive session, the subcommittee announced it had adopted a motion, offered by Rep. John W. Heselton (R-Mass.), that the subcommittee staff be instructed not to provide the individual members with any more reports or memorandums marked "confidential."

The subcommittee also held a lengthy executive session Thursday afternoon. Following the meeting, Rep. Moulder disclosed plans to send the "bill of particulars" to commissioners. When asked if Dr. Schwartz' tenure with the committee had been discussed, he refused to comment. The chief counsel had left the meeting room earlier and when asked by a newsman if "he still had a job," Dr. Schwartz replied the answer would have to come from Mr. Moulder.

Comrs. Doerfer and T. A. M. Craven testified Wednesday morning on general problems at the FCC. During their testimony, charges made in the Schwartz memorandum were not mentioned or even hinted in any way. Nor did the members or Dr. Schwartz bring up the matter, adhering to an accepted "gentleman's agreement." At the opening of the hearings on Monday, Rep. Harris said:

"I made a special effort to appoint the members of this special subcommittee that I thought were able and capable of doing an outstanding job. . . . We had a thorough understanding to undertake an objective study and investigation. . . . I had confidence in the members of this committee . . . at that time, and I have confidence in the chairman as chairman and the members of this committee at this time. I want to make that perfectly clear.

"The committee started out to do an

TEXT CONTINUED *on Page 34*

CAREENING COMMITTEE

Why Moulder probe started

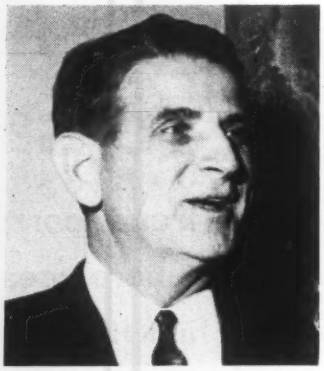
How it swerved off course

Who will be starred in hearing

See next two pages

The investigators

RAYBURN, Speaker Sam (D-Tex.): Started current Legislative Oversight investigations by stepping down from chair to push subcommittee's authorization—with $250,000 to spend—through House; self-claimed "father" of all regulatory agencies except one; has taken active behind-the-scenes role in committee activities during January.



HARRIS, Rep. Oren (D-Ark.): As chairman of parent Commerce Committee, appointed Oversight Subcommittee members; since subcommittee difficulties began three weeks ago, for all intents and purposes has assumed actual control of investigative group from the man named to head the investigations. . . .

MOULDER, Rep. Morgan M. (D-Mo.): Appointed chairman of Legislative Oversight Subcommittee, he was "promised the moon" in some quarters but now is an admittedly highly frustrated congressman, facing dissension on the committee, on the staff, and between the staff and committee; many of his troubles have been caused by. . . .

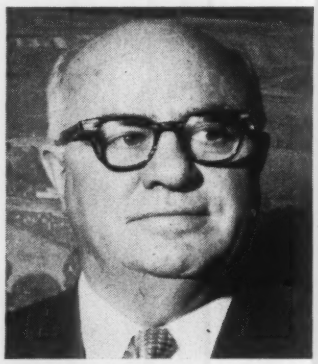
SCHWARTZ, Dr. Bernard: As chief counsel, his leaked confidential memorandum caused a wide split within the committee; refuses to keep the subcommittee informed of what he is doing; faces position of having to put-up or shut-up today (Monday).

WILLIAMS, John Bell (D-Miss.): Second-ranking Democratic member of committee, has been one of confidants of Speaker Rayburn; highly regarded by many House colleagues.

MACK, Peter F. (D-Ill.): Concerned over "pressures" exerted against FCC, argued that public has a right to be informed of charges made by subcommittee's counsel.

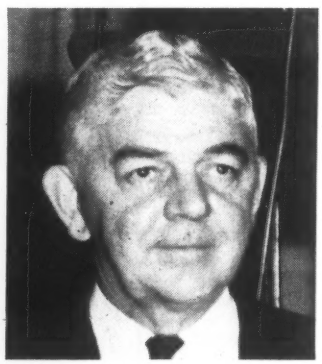
FLYNT, John J. (D-Ga.): Made motion for "general" hearings at start; denies he made effort to sidetrack investigation.

MOSS, John E. (D-Calif.): Staunch supporter of Dr. Schwartz and major factor in hiring of chief counsel; expected great things, politically, from investigations.



O'HARA, Joseph P. (R-Minn.): Ranking minority member on subcommittee proper, has bucked powers that be in past; won out in fight for "general" hearings at start.

HALE, Robert (R-Me.): In background most of time concerning committee activities; has not been quoted or talked about by press in flood of Moulder articles.

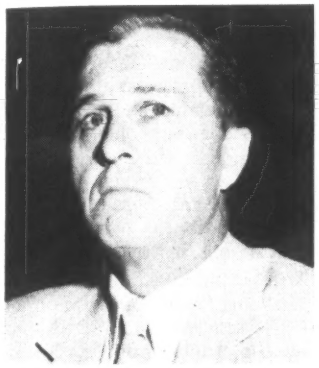


HESELTON, John W. (R-Mass.): Publicly attacked chief counsel during subcommittee hearings last October; wanted Dr. Schwartz "put in his place" and his feelings reportedly have not changed.

BENNETT, John B. (R-Mich.): Another committee member of which not too much has been written; wanted Schwartz memorandum released and has sided with chairman in statements to press.

The investigated

Pictured here are those whose appearances had been set late Thursday. Early Friday afternoon the subcommittee announced these others also would appear: former FCC Chairman George C. McConnaughey, former Comrs. Frieda B. Hennock and Edward M. Webster and the U. S. comptroller-general, Joseph Campbell. (See AT DEADLINE.)



DOERFER, John: FCC chairman, will be questioned today about $575 he received from NAB for speaking mission to Spokane in 1954 although trip was made at government expense; is sure to face other questions on personal and FCC matters.

LEE, Robert E.: One of five commissioners possessing RCA color receivers "on loan"; has admitted being payed for pay tv article in *Look* magazine; denies receiving any money except for actual out-of-pocket expenses.

HYDE, Rosel H.: Oldest of commissioners in point of service and former chairman; stated publicly he would stand on record, which would not permit Schwartz report to "discredit my work."

MACK, Richard A.: Has been questioned by Moulder investigators about Miami ch. 10 case; denied any intention to resign from Commission or that he has ever "committed my vote to anyone"; expected to be one of prime Schwartz targets.

BARTLEY, Robert T.: Nephew of House Speaker Rayburn, his FCC term expires this June; has not commented publicly on charges against FCC.

FORD, Frederick W.: Has been commissioner only since August; should not be involved in charges.

CRAVEN, T. A. M.: Has been on Commission 1½ years under present appointment; previously served as commissioner in 1940's.

RICHARDS, Robert K.: When he was NAB administrative vice president he authorized $575 payment to Mr. Doerfer.

FELLOWS, Harold: President of NAB, he will be asked to bare association relations with commissioners concerning honorariums and expenses paid.

RUSSELL, Frank: NBC Washington vice president, his category almost sure to be questions regarding RCA color tv sets "loaned" to commissioners.

BELL, Edgar: His attorney, Frank Fletcher, will produce records of Doerfer visit to dedication of Mr. Bell's KWTV (TV) Oklahoma City.

TEXT CONTINUED *from Page 31*

objective job. It has been, is, and will be the purpose of the committee to carry out fully and completely this job [to determine if the regulatory agencies are administering the laws as Congress intended] to all purposes and intents. . . ."

Rep. Harris said that in carrying out the committee's job, he recommended the committee next take up matters contained in the Schwartz memorandum. "More specifically it includes . . . the conduct or misconduct of commissioners of the various regulatory agencies, the alleged charges bearing on the personal conduct of members of the Federal Communications Commission." Rep. Harris continued:

"If fraud has been committed, or if there is corruption, incompetency, impropriety or even wrongdoing . . . this committee will find it out and act accordingly. If the alleged charges have no basis, the commissioners involved should be exonerated."

Referring to widely-published charges the committee will attempt to "whitewash" results of its investigations, Rep. Harris said: "There is not now, and never has been, any intention, indication or implication that this subcommittee is not going into all the specific facts, information or behavior of all of the commissioners. . . . At the same time, this is no witch hunt or character assassination. We will insist on full rights of the individual involved, and justice and fair play. . . . I am therefore . . . recommending . . . that this category be taken up immediately after this initial series of hearings.

"The atmosphere must be cleared if this committee is going to accomplish anything worthwhile. I think immeasurable harm has been done [by the press]. Certainly, no one feels . . . more strongly about the right and the freedom of the press to censure, but I do feel perhaps some things have been said . . . which cannot be considered [within the realm of censure]."

The commerce chairman then appealed to the press to "give us an opportunity to let us do the work and the job here that we started out to do. . . ." Rep. Harris said he expected "not one but all agencies to be included in this so-called misconduct inquiry and that all charges will be thoroughly gone into and an opportunity [provided] those involved to respond accordingly." However, the FCC is the only agency scheduled for "misconduct" hearings at this time.

As ranking minority member, Rep. O'Hara said he agreed in essence with Rep. Harris' statement. Rep. Flynt then took the floor and spoke of "outside pressures" which have been brought to bear against the committee and its individual members. "Let it be said to the credit of each member of this subcommittee that there has been no yielding whatsoever on that point." He did not elaborate on the "outside pressures" involved.

The Georgia congressman conceded there have been implications made that he "at one time made a motion to sidetrack the procedures of this subcommittee [he was referring to motions which were adopted by a 6-2 vote (GOVERNMENT, Jan. 20) to hold last week's hearings at the outset rather than beginning with an investigation of the FCC].

"Let it be said here and now . . . that no such motion attempting to sidetrack the proceedings of this subcommittee was ever made. . . . This charge and this implication were entirely inaccurate. . . . Let any implication which has been made, that there is any effort on the part of this subcommittee to sidestep any responsibility, be immediately put at rest."

Taking the stand Wednesday, Mr. Doerfer stuck pretty much to generalities relating to the Commission's functions. He testified before an SRO audience—both among the general public and representatives of the press. Many had expected the matter of "misconduct" of commissioners to arise, but the witness, Dr. Schwartz and the committee stuck strictly to their "truce."

During questioning on the allocation of frequencies between civilian and governmental users, Comr. Doerfer called for the establishment of a commission which would be above both the FCC and Defense Dept. He said his ideas were not completely firm, but that it should be somewhat similar to those called for in resolutions by Sen. Charles Potter (R-Mich.) and Rep. William Bray (R-Ind.) [GOVERNMENT, June 24, 1957].

WHITE HOUSE TV

Six tv sets—two of them RCA color models—are on loan to President Eisenhower and the White House, James C. Hagerty, news secretary, has told newsmen in answer to queries stemming from the Moulder Committee information that members of the FCC have sets loaned by manufacturers.

Of six White House sets, two color models are on the second floor residential section of the White House. Others are on loan to Mr. Hagerty; Sherman Adams, assistant to the President, one in the conference room and one in the President's office. Loaning of sets by manufacturers has prevailed since the advent of tv, Mr. Hagerty said, adding, "What's wrong with that?" He said UP and AP news tickers are provided the White House without charge except for the cost of paper rolls. He said about 30 autos were rented to the White House at nominal figures ranging up to $500 a year for Lincoln and Cadillac limousines.

In expressing the belief that the FCC is functioning as Congress intended, Comr. Doerfer said: "In our view, the extensive utilization of spectrum space by the multitude of public and private users and the efficient, economical common carrier service available to the public best demonstrates our accomplishments in effectuating the intent of Congress."

He called for changes in the Communications Act, which he said allows unsuccessful applicants to keep FCC decisions tied up in the courts for several years. He said some persons have used due process provisions (Sec. 309 c) to "accomplish delays which seriously impede our administrative functions and the achievement of service to the public."

Dr. Schwartz asked Comr. Doerfer if the Bureau of the Budget dictates monetary requests by FCC. The chairman replied that even if the bureau does not okay an FCC request, the Commission still is free to go directly to Congress. It was brought out that in the past 10 years, the bureau has not tried to exercise any authority over the FCC other than supervising its overall budget.

Rep. Mack questioned Comrs. Doerfer and Craven at length on coordination of allocation of frequencies (handled by the Office of Defense Mobilization) between government and non-government users. Comr. Craven, FCC liaison with the Office of Defense Mobilization, said there was no "dictation" from ODM on distribution of frequencies for civilian users.

The question of "influence" by members of Congress then was raised by Rep. Mack in connection with the FCC's deintermixture decisions. The congressman said he thought the Commission's deintermixture policy was a "flagrant disregard" of or a "deviation" from the law. Comr. Doerfer replied that he had dissented to the FCC's announced policy and "thought so and so stated" it was a violation of the Communications Act.

Rep. Mack charged the Commission with "discriminating" against certain cities by allocating inferior (uhf) services.

Following the hearing, Rep. Mack told reporters that he was referring to the FCC's stand on deintermixture, which he said was taken after a "group of senators" (unidentified) suggested it.

Turning to White House control over continued service by the commissioners, Rep. Mack asked what would happen if Sherman Adams, Presidential assistant, sent word a member no longer was wanted on the FCC. Comr. Doerfer replied this hasn't happened in the past, but admitted the President could remove him at any time as chairman. This does not necessarily mean he would resign from the FCC, he said, and if circumstances required, he still would remain as a commissioner.

John W. Gwynne, chairman of the Federal Trade Commission, testified at the hearings Tuesday and also maintained his agency operates without interference from the executive branch. Also testifying during the week were the heads of the Interstate Commerce Commission, Federal Power Commission, Securities & Exchange Commission and Civil Aeronautics Board.

Rep. Harris said "I think we have had some very solid hearings" when queried about last week's sessions. He also disclosed, following the executive meeting Wednesday, the committee has questioned the advisability of having two fellowship students work with the subcommittee staff. One of the students, Norman Gelman, is a former reporter for the *St. Petersburg* (Florida) *Times*, whose owner controls an applicant for ch. 10 Tampa-St. Petersburg.

$5 MILLION FAITH IN RADIO-TV

- **Tv gets 50%, radio 25% of Pharma-Craft's $7 million budget**
- **Sales tripled with new marketing approach, plus air media**

The "House of Seagram" has some valuable property in the pharmaceutical field, built partly by the advertising power of radio and television.

The newly-expanding pharmaceutical house, Pharma-Craft Co. of Princeton, N. J., is sales-punching its way to a greater share of over-the-counter business in cold remedies, deodorants and an antiseptic cream. Behind its sales boom: a new product and its two benefactors—radio and television.

To get its slice of the sales dollar, Pharma-Craft is advertising—currently at a $7 million a year level, nearly twice that of a year ago. About half that amount is in television and an estimated 25% in radio. As sales increase and the advertising budget goes up, current signs point to radio-tv continuing to get the lion's share.

While Pharma-Craft is not new on the pharmaceutical scene, it has been only in the last few years that the company has caught fire with an approach: combination of the marketing advantages of the proprietary technique (advertised to the public) with those of the over-the-counter method (ethical product). The result has been a tripling of sales volume (from November 1955 to mid-1957).

Backing the company is its parent organization, Joseph E. Seagram & Sons Inc., the world's largest producer and distributor of alcoholic beverages, which acquired the pharmaceutical affiliate in 1943 when Frankfort Distillers, the creator of Pharma-Craft, became part of the Seagram organization.

For years, Pharma-Craft marketed Fresh cream deodorant and Ting, an antiseptic cream with many uses in the field of skin care. Frank Bell, Pharma-Craft's president since 1954 and former Grove Labs and Weco Products executive, lent his drug marketing experience to a wholesale reshuffle and a new approach.

The first step was to drop several of the lesser known Pharma-Craft products representing about $1 million in sales and retaining the Fresh line as well as Ting. He then proceeded to bring out a number of new products backed by a boosted sales force and an advertising program.

Many companies ride to sales fame on the strength of a single product that catches the imagination (or needs) of the buying public. That happened with Pharma-Craft. The product: Coldene liquid, a cold remedy. It was introduced two years ago, and in the past 12 months has been followed by Coldene tablets, Coldene antibiotic nasal spray and most recently, Coldene stick chest rub. Also during that time, Pharma-Craft came out with Fresh roll-on deodorant and Mr. Fresh (spray deodorant for men).

After a successful single-market test with Coldene liquid in November, 1955, Pharma-Craft turned to "using the best salesman in the world," according to Mr. Bell. "I mean Arthur Godfrey. But I knew that before he could really sell his audience, he'd have to be sold himself."

As Mr. Bell tells it, Mr. Godfrey was sold —"because he believed in Coldene, he recommended it to his friends—I mean the people on his show and the people in his audience. He didn't just read canned copy. He told of his own experience with Coldene."

That's the way it has been, Mr. Bell continues. Whether Art Linkletter, Steve Allen "or a local personality, the basis of Coldene commercials has been the performer's own feeling that Coldene is what we say it is: the most powerful cold medicine you can buy without a prescription—something that really works.

"In lining up our regiment of tv-radio personalities, therefore, we have depended mainly on fact sheets about Coldene rather than on formal commercials. Try it, we have told these performers, and then you can really sell Coldene."

Fresh stick deodorant, and Cohen & Aleshire, New York, for Ting, Fresh cream deodorant and a physicians' and surgeons' soap marketed by the company.

Since June 1957, Fresh deodorants and more recently the Coldene products have been featured on the *Steve Allen Show* on NBC-TV and since the start of the cold season on *Arthur Godfrey* on CBS-TV; in radio: *Arthur Godfrey, Nora Drake, Helen Trent, Young Dr. Malone* and *Ma Perkins* on CBS Radio; *Art Linkletter* and *News of the World* on NBC Radio. During the football season, Coldene was sponsor of the pregame warmup show and post-game recapitulations of the Notre Dame football schedule broadcast by MBS. In radio spot: 100 local personalities in key markets across the country. Between now and the end of the cold season, Coldene will be featured on 7,000 spots.

Pharma-Craft's advertising strategy on *Steve Allen:* half-hour alternate sponsor for a period of 65 weeks that started last June through September of this year, an investment estimated at $4 million (it pulled out of the *Allen* show at the beginning of the year for a temporary hiatus, and resumes in March).

What's the future? Pharma-Craft has a new eastern plant near Princeton, N. J., where it has established its main production facilities and executive headquarters. The company formerly headquartered at its Batavia, Ill., plant where it is continuing to operate its Coldene and Fresh lines. It also has opened its own research laboratory in Batavia and plans to introduce more new products this year, also adding ethical drugs to its proprietary medicines and cosmetics. Notes Mr. Bell: "We've done well the last three years, but we've barely begun."

MR. BELL AND HIS BROOD

The three products pictured above are the mainstays of Pharma-Craft's stable. The real "comer" is the Coldene line of liquid cold medicine, tablets, nasal spray and (pictured) chest rub, which came from scratch to a leading competitive position with an advertising campaign based largely on radio and tv. Proof of President Frank Bell's faith in the broadcast media: their 75% ($5.25 million) share of the total ad budget, with prospects of more to come.

What's true about Coldene, Mr. Bell observes, "is also true of the newer Coldene products."

Coldene's budget is set and has gone about halfway through its current cold season advertising. The advertiser now is meeting with its agency, J. Walter Thompson Co., on Fresh products with each deodorant product expected to have its individual campaign.

Pharma-Craft's agencies are JWT, Chicago, which handles the Coldene line and

BALTIMORE TO TAX LOCAL SALES ONLY

- **Network, national spot exempt**
- **City ruling follows inquiries**

National spot and interstate network time sales are not subject to Baltimore's new advertising taxes. In a clarification issued last week, the city not only ruled these two exemptions to the 4% sales tax, but also said that such spot-network monies are not to be included in media gross that is subject to a further 2% levy.

Interstate network was defined specifically as network broadcasts which originate either within or without the state of Maryland.

Although the twin tax ordinances have been in effect since Jan. 1, no full-fledged written directive has as yet been issued to Baltimore media. Last week's interpretation was prompted by a flood of inquiries as to the exact status of spot and network. It was in the form of a letter to Baltimore Treasurer John J. Ghinger from Thomas N. Biddison, city solicitor, and Hugo A. Ricciuti, deputy city solicitor.

Sales of time "considered not to be taxable" under the ordinances were listed:

"(1) Sales of time on interstate network radio and television broadcast originating either within or without the state of Maryland.

"(2) National spot radio and television advertising which consists of advertising programs or announcements supplied by national advertisers ('national advertisers' is to be construed to mean advertisers who customarily advertise over broadcasts originating without, as well as within, the state of Maryland)."

While the interpretation affords relief for the outside national advertiser and for a limited number of local advertisers who use time on a national or regional basis, observers point out that strictly local clients are now in more straitened circumstances. Advertising-wise, the national product enjoys a competitive advantage over the local product with its ad tax burden, it was noted.

The timetable for the hearing on the consolidated suit against the tax ordinances appeared last week to be moving back into March, probably to midmonth. Attorneys for the 16 plaintiffs are consolidating their suits for hearing before Circuit Court Judge Joseph L. Carter.

Another influential voice, that of Maryland Gov. Theodore McKeldin, has been raised against the tax. The Republican governor, who indicated he may run for Baltimore mayor in 1959 after his present gubernatorial term, last week called the levies "taxes that I would not favor."

Partially fulfilling the prediction of ad tax proponents who maintained Baltimore Mayor Thomas D'Alesandro's plan would boomerang by chasing media and advertising dollars from the city, four publications so far have announced they are deserting Baltimore and a fifth has said it will set up a subsidiary outside the city limits.

In other cities exposed to the ad levy germ, anti-tax forces appear to be holding their own. The latest threat, in Woonsocket, R. I. [AT DEADLINE, Jan. 26], evoked so much immediate protest from city and business leaders that the suggestion was quickly shelved at this time with good prospects that it never will be formally offered.

Similarly, St. Louis media and municipal authorities currently are exploring alternate means of meeting the city's budgetary needs without resorting to advertising taxation. Alderman Alfred Harris, who originally plumped for ad taxes, has withheld, without comment, his plan from the local board of aldermen [AT DEADLINE, Jan. 6].

Norfolk, Va., Mayor W. Fred Duckworth's ad tax ambitions are still in abeyance, pending repeal of a state statute that forbids taxing of media. Mayor Duckworth indicated in mid-December that repeal of the statute would be espoused early in the current session of the Virginia State Legislature [ADVERTISERS & AGENCIES, Dec. 23, 1957]. The legislature has been in session since the second week in January, but there has been no move to reconsider the statute involved.

The Advertising Assn. of the West, meeting Jan. 17-19 in San Diego, Calif., unanimously voted to commend San Francisco Mayor George Christopher for his forthright statement pledging an all-out fight against any proposal to tax advertising in that city. Mayor Christopher's stand followed an unverified report that a member of the city council had written Baltimore seeking information on that city's tax laws.

MPAA Adds Spot Order To Network Award Bill

The Motion Picture Assn. of America, which will sponsor the motion picture Academy Awards presentation on NBC-TV March 26, is adding to its sponsorship by ordering local station-breaks on most of the 184 stations slated to carry the 105-minute program.

This was revealed last week as Lawrence H. (Bud) Rogers II, of WSAZ-TV Huntington, W. Va., board chairman of the Television Bureau of Advertising, construed MPAA's offer to mean the program would be presented without commercials—and used to the detriment of commercial television. He wrote Tom Hardy, Donahue & Coe timebuyer who had made the offer on behalf of MPAA, that for stations to let their facilities be used "to promote the superiority of non-interrupted programming" would be "nothing short of suicidal."

Mr. Hardy declined to comment on the letter itself, but he maintained that there was never any intention of presenting the awards program without commercials. He said the messages on the network show would be of an institutional type, promoting motion pictures generally and probably based on the slogan, "Get more out of life—go to a movie." The purpose of buying 30-second local breaks, he said, was to have MPAA identified with the entire show, at the local as well as national level.

He said that of the 184 NBC-TV stations ordered by MPAA on a network basis, the motion picture organization had sought to buy the local breaks on 173 outlets. Moreover, he said, some 75% already have accepted.

The fear of Mr. Rogers and other TvB authorities, it appeared, was that MPAA might present the program without regular commercials and try to make capital by somehow drawing comparisons unfavorable to programs that do contain commercials.

Mr. Rogers, noting that he was replying not only for his own station but also as TvB chairman, wrote Mr. Hardy:

". . . What you are asking for . . . it seems to me, strikes to the very core of commercial television broadcasting. If I understand your proposal correctly, it is the intention of the motion picture industry to employ this program so as to appear without commercial interruption.

"While I am not prepared to debate this point in abstraction I am prepared to point out that this company [WSAZ-TV] and all other members of the Television Bureau exist solely through the sale of commercial time during and between sponsored programs and that to use our facilities to promote the superiority of non-interrupted programming seems nothing short of suicidal.

"In the event I have misinterpreted your intention with this commercial sponsorship please clarify the matter for me as soon as possible. Pending such clarification I must regretfully decline your kind offer to purchase all of the availabilities within the motion picture Academy Awards presentation program."

Mr. Rogers also noted that WSAZ-TV "would not be inclined to pre-empt regular contract advertisers unless it were a matter of urgent public interest or unless the format of the program makes it impossible to deliver the announcements contracted for. In this instance we already have been forced to pre-empt a number of advertisers because of the scarcity of station breaks during the evening of March 26."

The awards presentation is scheduled 10:30 p.m. to 12:15 a.m. March 26.

GF May Buy American Chicle

General Foods Corp., White Plains, N. Y., shortly may confirm reports it is negotiating for the purchase of American Chicle Co., Long Island City. It is understood General Foods has been talking to Chicle officials for close to a year. One General Foods official late Thursday said that "while we cannot deny these rumors, we won't confirm them either." American Chicle, capitalized at approximately $5 million, manufactures Rolaids, Clorets, Dentyne and other products in the sweets line. It is a substantial tv spot advertiser and also sponsors ABC-TV's *Sugarfoot*, *Jim Bowie* and *Ozark Jubilee*. Its agencies are Dancer-Fitzgerald-Sample and Ted Bates & Co., both New York. General Foods is one of the largest broadcast advertisers, with network programs scattered on ABC-TV, NBC-TV and CBS-TV plus heavy tv-radio spot campaigns.

Early last month, General Foods bought SOS Co. (scouring pads), Chicago, and its Canadian subsidiary. It is expected that McCann-Erickson, San Francisco, will retain the SOS account.

# of Maryland FOOD sales are covered by W-I-T-H at lowest cost per thousand

And the other 29% are so far from Baltimore that they're controlled by distribution centers *outside* of Maryland.

When you buy W-I-T-H, you buy *all* of *Metropolitan* Baltimore's burgeoning population of 1,550,645**—up 20.2% in the past seven years alone. You get blanket coverage of the total effective buying market—and *no waste coverage.* You get by far the lowest cost per thousand.

That's why W-I-T-H has twice as many advertisers as any other Baltimore radio station. That's why, for food and every other product, it rates as *your* first choice.

*Sales Management, 1957

**Metropolitan Research

It "figures"! Baltimore's best radio buy is . . .

W-I-T-H

Tom Tinsley, *President* R. C. Embry, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

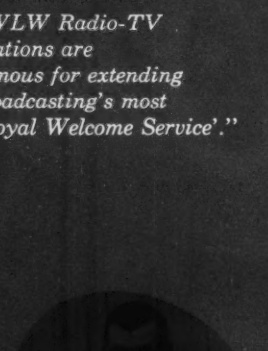
Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he selects WLW Radio and TV Stations for PURE OIL

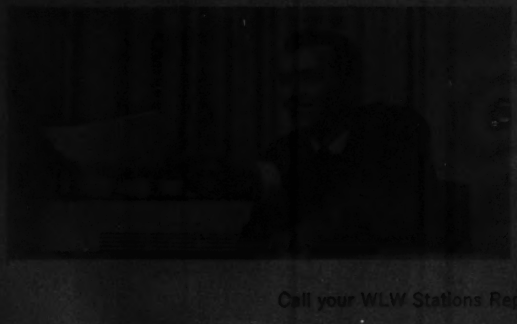
"WLW Radio-TV Stations are famous for extending broadcasting's most 'Royal Welcome Service'."

"They give advertisers a tankful of powerful promotion coming and going."

"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"



PURE



"Yes, behind the scene and on the air— the Crosley Group drive home the business."

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T WLW-C WLW-D WLW-A WLW-I

Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Los Angeles, San Francisco, Detroit; Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco

LEVER AD EXEC SEES TV BUYER'S MARKET

- **Cites 'soft' tv market to RTES**
- **Year contract breakdown seen**

A top advertising officer of a blue-chip national advertiser—Lever Bros.—asserted last week that there is evidence both of a "softening" tv market and a "breaking down" of the 52-week time and talent contract.

The speaker, Sam Thurm, Lever's general manager of advertising services, occupied the spotlight at Tuesday's Radio & Television Executives Society timebuying and selling seminar in New York. His topic: "Lever Bros. Looks at Broadcasting."

Mr. Thurm's "look" at the broadcast media often was cutting. As voiced by Mr. Thurm: "I do have prejudices or gripes. . . ."

He declared:

"I am against firm 52-week time and talent deals. I believe recent talent contracts have shown evidence this is breaking down, but I think that with the softening of the television market, firm annual time contracts must go too."

Mr. Thurm also hit at:

• "Overcommercialization" both in radio and tv. "Triple spotting and the like may dissipate the commercial effectiveness for which we are paying very heavily."

• Inflation of statistics or other devices in media presentations. "When I see a [media] presentation that inflates ratings, disregards seasonal factors, that exaggerates minor differences, that shifts from rating service to rating service, then I can only feel that the presenter considers us fools."

• The "popular feeling" that ratings "should be sneered at." Mr. Thurm doubted if anybody "with any sense of responsibility" believes ratings to be a total answer but maintained that they are an essential "part of the statistical evidence in a marketing plan."

Lever ranks among the top 10 U. S. advertisers. It is a leading network and spot tv advertiser. The company, January through November of last year, invested at gross one-time rate (Publishers Information Bureau data) a total of $14,830,871 in network television (includes only time, not talent costs). In November, Lever placed eighth in broadcasting's top 10 advertisers in network tv, spending during that month more than $1.3 million.

As a spot advertiser, Lever in the third quarter of last year ranked ninth in Television Bureau of Advertising's quarterly report, chalking up $1,290,600 for the quarter (also at gross rates). In radio, Lever sponsors a number of daytime network shows and is a spot radio user.

Lever has four divisions: Lever division itself; a food division; another for industrial, and the Pepsodent Division. The advertiser is handled by six agencies: J. Walter Thompson Co.; BBDO; Sullivan, Stauffer, Colwell & Bayles; Foote, Cone & Belding; Ogilvy, Benson & Mather, and Kenyon & Eckhardt.

Lever also is one of the advertisers currently reacting tv-wise to the softness in the national economy—Lever and Shulton which share *Eve Arden* on CBS-TV, are dropping the show but, as yet, have not decided whether they will replace it with another program [CLOSED CIRCUIT, Jan. 27; also see story page 40].

Noted Mr. Thurm: "It is a rare situation when a television show or time period becomes available on the day that your contract expires. In fact during all my time in the business I have never seen this happen. Therefore, you have to be in a position to do one of two things:

"If you have enough money and the need for additional advertising, one possibility is to purchase a show or time period prior to the expiration of your present commitment. However, this kind of buying out of season is available only for the very rich.

"The alternate possibility is to allow your contract to expire and take a calculated risk that something better will turn up. In the past this has been rather difficult to accomplish since business and availabilities were scarce.

"With the softening of business we will probably see more availabilities and opportunities during the coming season. The fact that *Groucho Marx, Life of Riley* and *Restless Gun* and similar high-rated shows have been available for several months is evidence of the softness of the business. In a situation of this sort, timing becomes less important than dollars available."

Most of Mr. Thurm's talk centered on the importance in media planning of knowledge, integrity and objectivity: "Decisions for media planning should not be based on whims, friendships or hunches."

Before the stage of media planning, Lever feels the advertiser must know its market: "Many a time and space salesman has lost a sale because he didn't know the marketing problems of a buyer. The buyer and the salesman must work together relating marketing definitions to media patterns."

Mr. Thurm emphasized that the advertiser also must know his product, its advantages, disadvantages and characteristics: "The type of appeal becomes very important in the purchase of media or segments of media."

A third basic source of "knowledge in media planning": the medium itself. Said Mr. Thurm: "Basic information relating to coverage, circulation, frequency of a medium is very important in relating the medium to the marketing problems of the product. The use to which we put each medium is dependent to a large degree on these facts. The salesman and the buyer must be realistic enough to know that there is no magic in any medium. There are success stories and failures for all media. To close our eyes to these failures would be putting ourselves back in the 'hunch' area.

"Sometimes, of course, we don't have any data relating media to the market. This is true when we buy a new radio package or spots where there have been no ratings—or a new show in a new time period. At that point someone has to make an educated guess. We then have to apply whatever information we do have and translate it into a 'book-making' technique. There are many times when we gamble on calculated risk, but always with the full-knowledge that we have explored all avenues of information."

These media sources include the professional research organizations such as Nielsen, American Research Bureau, Gallup-Robinson, Starch, etc.; the studies such as CBS Radio's (comparing owned stations with leading independents) and NBC's (daytime tv analysis); advertising agencies—their original research or application of other clients' experiences to a particular problem and compilation of known data from government agencies; trade associations, for example, the American Assn. of Advertising Agencies, the Assn. of National Advertisers, the Radio Advertising Bureau, the Television Bureau of Advertising and the American Research Foundation (study on standards and techniques).

Still another source is other advertisers—particularly the pattern of advertising of competitors available from published information.

After all information has been gathered and analyzed, Mr. Thurm said, the advertiser is prepared for a basic media plan for a product or group of products. He stressed that at Lever "it is rare that tv or radio is bought by a product on its own rather than in combination with other products."

Once the information is in and the basic media plan worked out, it is necessary for the advertiser to "deliver these requirements" and timing becomes important. A final part of any media plan, particularly in broadcast use, Mr. Thurm observed, is the "follow-up to determine that the advertising media expenditures are delivering what is expected of them—that the audience is large

THESE GET MR. THURM'S GOAT

Firm 52-week deals . . . unrealistic in the present 'soft' market.

Over commercialization . . . why dissipate the selling power we've paid for?

Rating distortions . . . implying the buyer is foolish enough to be taken in.

MR. THURM

enough—that the audience is still the right kind of audience, that the commercials are the right ones and that they are selling merchandise. This is the last step in a development of the media plan because it determines whether this plan will continue or has to be changed. And since we are not living in a static media world, we must constantly evaluate the results of our application of the knowledge determined prior to the execution of the plan."

He advised time salesmen to go further than "just try to sell something that is good for the company" and consider the "company" as a "collection of products"—"what is good for one product may or may not be good for another. It is almost as though you were talking to many companies."

Mr. Thurm made it a point that the agencies "make up the original plan" and cautioned salesmen to "see them first." He said, "We want the agencies to come forward with their ideas rather than have our ideas forced down their throats."

He suggested time salesmen see the buyer "with more than just the pleasantries of the day. We are interested in knowledge, facts and information . . . to help [us] put together media plans."

At tomorrow's (Tuesday) session, Donald H. McGannon, president of Westinghouse Broadcasting Co., will discuss radio's resurgence of last year in a talk titled, "What's With Radio?" Kevin Sweeney, Radio Advertising Bureau president, will be chairman of the session. A week from tomorrow, "What's With Television?" will be discussed by Don Durgin, NBC-TV vice president.

McCarthy Quits MJ&A, Joins Kelly, Nason as Exec. V.P.

Cal J. McCarthy, vice president and account supervisor, MacManus, John & Adams, New York, has resigned to join Kelly, Nason & Co., same city, as executive vice president. Mr. McCarthy joined MJ&A in 1956 along with a number of accounts formerly serviced by David J. Mahoney Adv. (Mr. Mahoney dissolved his agency to assume the presidency of Good Humor Corp.). He also had served with Ruthrauff & Ryan and Ellington & Co.

Of uncertain disposition last week were the former Mahoney accounts which Mr. McCarthy had personally supervised. Included among these: radio-tv users White Rock Corp., S. B. Thomas Inc., Noxzema Chemical Co. (shaving cream) and S. A. Schonbrun & Co. Neither MJ&A nor Mr. McCarthy would comment on a possible switchover of these advertisers.

Meanwhile, Kelly, Nason—heavy with travel accounts—resigned its portion of the Cunard Line Ltd. account; the Kelly, Nason portion almost immediately went over to Ellington & Co., which has been handling the other portion, including some radio spot. No specific reason was given for the resignation of Cunard by Kelly, Nason, but it was understood that Cunard's intent to step up its South American cruise schedule conflicted with the aims of Grace Line, another Kelly, Nason client.

ABC-TV 'Winchell' Dropped by Revlon

Revlon Inc. last week decided to close Desilu's *The Walter Winchell File* effective March 21. The decision to drop the dramatic series, now on ABC-TV, follows a last-minute reprieve granted by the sponsor after ABC-TV, in an effort to boost its ratings, moved the Winchell program from Wednesday, 9:30-10 p.m. to Friday 10-10:30 p.m. a month ago.

At a possible end at this time also may be Revlon's association with ABC-TV. At least, C. J. La Roche & Co., its agency for the Winchell show, as well as Revlon officials did not know last week whether they would pick up another ABC-TV program this season.

Meanwhile, it was confirmed last week by CBS-TV and two major advertisers that the Tuesday 8:30-9 p.m. slot would be "available" to other possible sponsors after March 25. The period is now occupied by the *Eve Arden Show* and alternate sponsors Lever Bros. and Shulton. The latter on Jan. 24 sent CBS-TV its cancellation order, but CBS-TV officials say this is a "mere legality" since Shulton "had to send notice of cancellation" if it did not wish to be irrevocably tied down for another 13-week cycle. CBS-TV thinks Shulton still is willing to consider other properties; but co-sponsor Lever Bros. is not. This advertiser reportedly will conclude its 52-week contract with CBS-TV next month and need not "notify"; it merely allows its contract to expire. J. Walter Thompson Co. is the Lever agency of record, although Ogilvy, Benson & Mather (for Dove Soap) has shared in the servicing. Wesley Assoc. is the Shulton agency.

Revlon's exit from the Winchell show is the second time the columnist has struck out with an advertiser in the middle of a tv season. In 1956-57, Mr. Winchell's live variety show on NBC-TV was dropped by P. Lorillard Co. and Toni Div. of Gillette Co. after the first 13-week cycle and the program went off the air. Revlon's decision also spells the second time Mr. Winchell has "left" ABC-TV. Early in 1955, Mr. Winchell, then a radio-tv newscaster, severed his long-time association with the network after some major policy disagreements. He subsequently sued ABC-TV for $7 million—a piece of litigation that was dropped last fall shortly before Revlon reunited the columnist and the network.

Trading Stamps-for-Insurance Firm Sets National Radio-Tv Campaign

A new radio-tv advertiser appeared on the horizon last week with the announcement by Purchasers Insurance Plan Stamps Inc., St. Louis, a firm exchanging trading stamps for life insurance, that it has budgeted $250,000 for radio spots. Gardner Adv. Co., St. Louis, was appointed to devise the PIPS national advertising campaign.

The new company, incorporated in Missouri June 11, 1957, is headed by Ralph E. Flannery, previously in automobile insurance and financing and now vice president of Inland Empire Broadcasting Co., licensee of two California fm stations which will specialize in stereophonic programming. They are scheduled to go on the air this month.

PIPS will conduct a 13-week campaign calling for 200 spots a week on local stations, with tv to be added as the intensity of the radio campaign diminishes.

The trading stamps are to be made available through chain food and department stores, gasoline stations and all types of retail outlets. The customer receives stamps for each dollar's worth of purchases. When a book of 200 is full, he is eligible for a $200 insurance policy. Policies accrue at $200 each until they total $3,000, the maximum personal coverage.

Ad Media May Lose $1 Billion In Planned Tax Change—Feemster

One out of every ten advertising dollars—or a total $1 billion—might be lost to advertising media if the Internal Revenue Service goes ahead with its plans to revise the tax code to disallow deduction of certain institutional advertising from gross income.

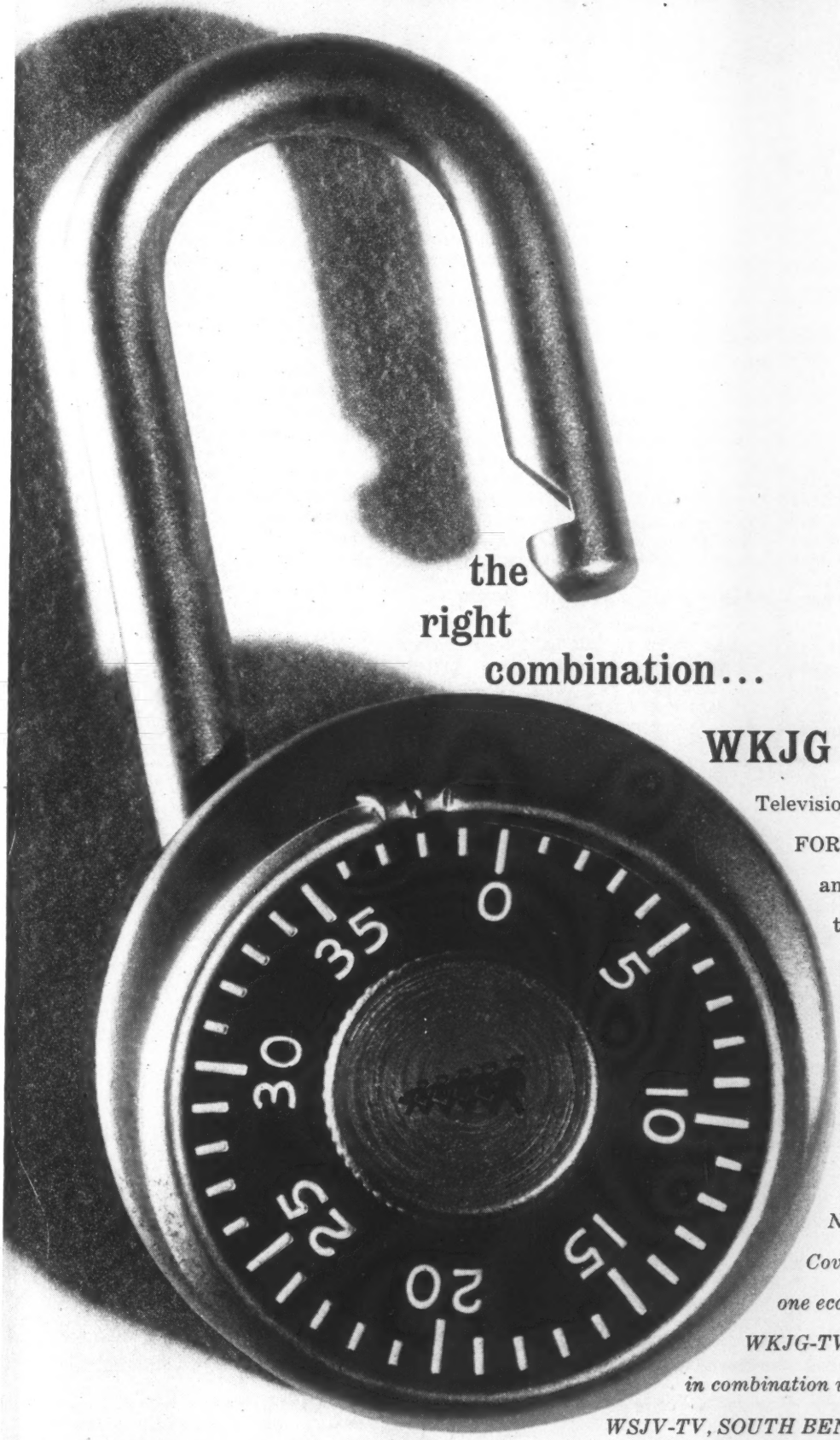
This alarm was sounded in New York last week by Robert M. Feemster, board chairman of Advertising Federation of America, in announcing that AFA will ask IRS a second time to reconsider further public hearing on the proposed changes scheduled to become law soon. The original hearing was in 1956, but business never learned of it, Mr. Feemster said.

John W. S. Littleton, director of IRS' technical planning division has advised AFA that "every effort is being made to republish these regulations in the *Federal Register* as a Treasury decision at an early date" and urged AFA to submit written comments as soon as possible. IRS turned down AFA's first plea for another hearing.

IRS has proposed to revise Sec. 1.162-15(C) of the Tax Code to state: "Expenditures for lobbying purposes, for the promotion and defeat of legislation, for political purposes, or for the development or exploitation of propaganda (including advertising other than trade advertising) relating to any of the foregoing purposes, are not deductible from gross income. . . ." It is AFA's contention that the language on "propaganda" and especially that reading "advertising other than trade advertising" could curb significantly most institutional campaigns.

Mr. Feemster claimed the proposal represents "a tax penalty" on virtually all institutional, educational and long-range type advertising which is not specifically "trade" or product-service "sell" type advertising. He said the proposal would "limit the right of full and free opinion on matters of public concern" by business and preclude any right "to promote business interests generally."

AFA is pressing for a new public hearing on the ground those most affected never had opportunity to participate in the 1956 proceeding and thus IRS "has a moral obligation" to business to hear its comments. AFA says no other notice of original hearing was published except a brief item in the *Federal Register*.



the right combination...

WKJG

Television and Radio

FORT WAYNE, INDIANA

announces

the appointment of

H-R

Television, Inc.
Representatives, Inc.

as national

representatives

Effective Immediately

Now...

Cover all northern Indiana with

one economical television buy—

WKJG-TV, FORT WAYNE

in combination with

WSJV-TV, SOUTH BEND

Edward G. Thoms
vice pres. & gen. mgr., WKJG-TV
Carl Evans
sales manager

John F. Dille, Jr.
president

Paul C. Brines
vice pres. & gen. mgr., WSJV-TV
Vincent Doyle
sales manager

Slenderella Expansion Good News to Radio-Tv

Slenderella Inc. finally appears to be moving ahead with diversification plans and radio-tv are expected to share in the expansion. The firm plans to market (a) low-calory foods, including jams and canned fruit; (b) a no-cal type soft drink; (c) dolls; (d) hosiery, and (f) girdles and bras. The company will expand "in all fields in which the name Slenderella can become a dominant factor," according to its president, Larry L. Mack.

Though Slenderella and its agency, Management Assoc. of Connecticut, at this time are not sure about specific media planning, this much is certain: whatever product is merchandised this year under the Slenderalla trademark will mean more money for radio-tv stations.

On Jan. 20, for example Slenderella began placing an extensive 13-week push via KNX, KMPC and KFWB Los Angeles and KMOX and KSD St. Louis—$10,000 worth of time—on behalf of a new line of low-calory jams. This drive is in addition to Slenderella's normal figure proportioning salon push.

The jams are manufactured by the J. Smucker Co., Orrville, Ohio, and come in five flavors. Each spoonful has 6½ calories as against the 21 calories in a spoonful of regular jam. President Paul H. Smucker notes that while his firm has enjoyed a more or less regular 6% sales climb each year since 1948, the Slenderella tie-in may boost the figure to 10-15%. Under the terms of the pact, Smucker will allocate $35,000 to the two-city test promotion, but will leave radio advertising to Slenderella. Slenderella has made no plans to introduce the jellies elsewhere; it is understood, however, that New York maye be the third market eyed by both Slenderella and Smucker.

Diversification at Slenderella has been in the works for two years [ADVERTISERS & AGENCIES, June 4, 1956], but has been held up on most fronts because—to quote a Slenderella official—"It isn't the easiest thing to bring two companies together." Slenderella's name apparently has magic, he claimed, and many advertisers want to borrow it. Mr. Mack is pleased to lend it to them—providing they pay royalities and allow Slenderella some say in the advertising.

In March, Slenderella will introduce a "Slenderella doll," manufactured by Sayco Dolls, New York. Within two months the firm also may come out with a hosiery line.

Two of its biggest plans involve a Slenderella girdle and bra and a Slenderella soft drink. In the case of the former, negotiations with Munsingwear Inc., Minneapolis, have been running now for over a year and no end is yet in sight. It was learned however, that Slenderella was considerably closer to effecting a tie-in with Dr. Pepper Co., Dallas, whereby Dr. Pepper would bottle a low-calorie drink for Slenderella.

Milner Puts 50% Into Radio

Milner Products Co. is so sold on radio it plans to spend half its 1958 budget in the aural medium—or roughly $1 million.

Its expanded advertising program calls for participations in a series of network daytime radio programs, plus a schedule of tv spot in selected markets. Gordon Best Co. is the agency for Milner (Pine-Sol, Perma Starch, other products), Jackson, Miss.

Milner has purchased *The Robert Q. Lewis Show* (Saturday), *Nora Drake* (thrice weekly) and *Ma Perkins* (twice weekly), all on CBS; *Breakfast Club* (twice weekly) on ABN, and Kate Smith (twice weekly) on MBS.

SRA Figures 28% Climb By Radio Spot in 1957

Estimates of 1957 national spot radio time sales will reach approximately $186 million when all the calculations are completed, Station Representatives Assn. said last week.

Managing Director Lawrence Webb said SRA's estimates for the year, to be released shortly, are expected to show about a 28% gain over the FCC official figures of approximately $145.5 million for 1956. An increase of 28% would boost this to around $186.2 million.

Mr. Webb made his forecast in reporting that SRA's 1957 nine-month figures, originally placed at a little under $144.5 million [TRADE ASSOCIATIONS, Dec. 2, 1957], have been revised to $131,398,000. The revision was based on FCC's official figures for 1956, released a few weeks ago. Spot radio estimates are compiled for SRA by Price, Waterhouse Co. from information supplied by SRA members.

In the breakdown of spot radio time sales during the third quarter of 1957, food and grocery products constituted the leading category, accounting for 19.6% of the period's $44,627,000 total. Tobacco products and supplies represented 14.1%; automotive 10.4%; ale, beer and wine 7.6%, and drug products 7.5%. Following is the breakdown by categories:

	Estimated total revenues	Percentage
AGRICULTURE	$ 872,000	2.0
ALE, BEER AND WINE	3,399,000	7.6
AMUSEMENTS, ENTERTAINMENT	261,000	.6
AUTOMOTIVE	4,655,000	10.4
BUILDING MATERIAL, FIXTURES, PAINTS	180,000	.4
CLOTHING AND ACCESSORIES	189,000	.4
CONFECTIONS AND SOFT DRINKS	1,149,000	2.6
CONSUMER SERVICES	1,540,000	3.5
COSMETICS AND TOILETRIES	2,272,000	5.1
DAIRY AND MARGARINE PRODUCTS	135,000	.3
DENTAL PRODUCTS, TOOTH PASTE, ETC.	900,000	2.0
DRUG PRODUCTS	3,337,000	7.5
FINANCE AND INSURANCE	328,000	.7
FOOD AND GROCERY PRODUCTS	8,758,000	19.6
GARDEN SUPPLIES AND EQUIPMENT	73,000	.2
GASOLINE AND LUBRICANTS	2,947,000	6.6
HOTELS, RESORTS, RESTAURANTS	115,000	.3
HOUSEHOLD CLEANERS, SOAPS, POLISHES, WAXES	1,395,000	3.1
HOUSEHOLD APPLIANCES	98,000	.2
HOUSEHOLD FURNISHINGS	94,000	.2
HOUSEHOLD LAUNDRY PRODUCTS	857,000	1.9
HOUSEHOLD PAPER PRODUCTS	141,000	.3
HOUSEHOLD GENERAL	339,000	.8
NOTIONS	137,000	.3
PET PRODUCTS	135,000	.3
PUBLICATIONS	551,000	1.2
RELIGIOUS	1,021,000	2.3
TOBACCO PRODUCTS AND SUPPLIES	6,298,000	14.1
TRANSPORTATION, TRAVEL	1,043,000	2.3
WATCHES, JEWELRY, CAMERAS	139,000	.3
MISCELLANEOUS	1,269,000	2.9
TOTAL	$44,627,000	100.0

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 123,886,000 people in the U. S. over 12 years of age during the week Jan. 19-25. This is how they spent their time:

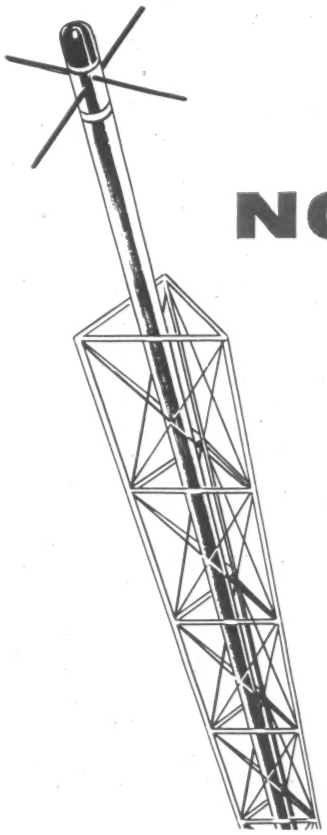
71.3%	(88,331,000) spent	1,904.4 million hours	WATCHING TELEVISION
56.3%	(69,748,000) spent	949.6 million hours	LISTENING TO RADIO
81.7%	(101,215,000) spent	408.1 million hours	READING NEWSPAPERS
31.6%	(39,148,000) spent	188.5 million hours	READING MAGAZINES
24.5%	(30,298,000) spent	349.3 million hours	WATCHING MOVIES ON TV
25.1%	(31,103,000) spent	120.3 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

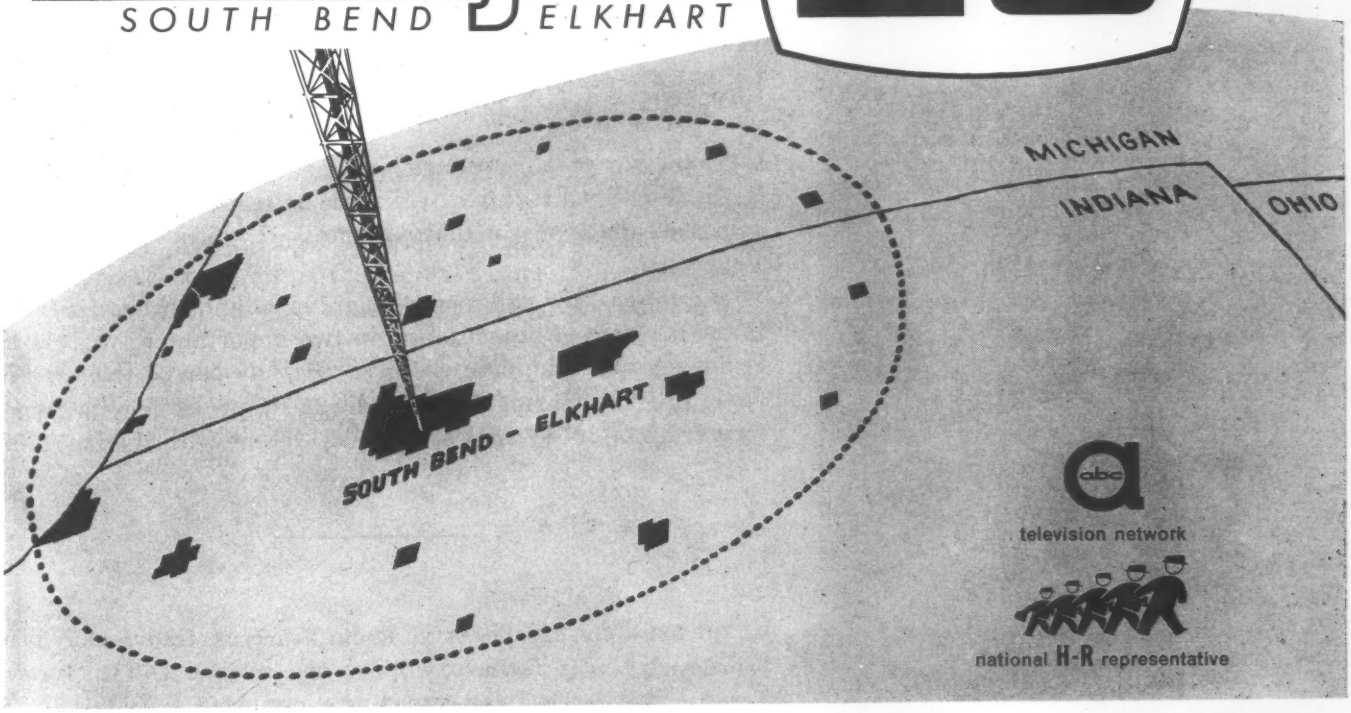
SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 106,560,000 people over 12 years of age see tv (86.0% of the people in that age group); (2) 41,265,000 U. S. households with tv; (3) 45,324,000 tv sets in use in U. S.

NEW TOP IN NORTHERN INDIANA!



This week WSJV
changes to its new channel 28,
on its new tower in South Bend,
highest in Northern Indiana.
BETTER CHANNEL! BETTER COVERAGE!

wsjv 28
SOUTH BEND ELKHART



Cover the South Bend - Elkhart and Fort Wayne markets with ONE buy. See your H-R man today.

wsjv 28 SOUTH BEND ELKHART **wkjg 33** FORT WAYNE

WHAT DOES THE BROADCASTING GR

NOT IN A FULL DECADE has a new year's outlook for American business been so beleaguered by imponderables as is the panorama 1958 brings. For in the spectrum of qualified opinion are mixed parts of optimism, caution, and some black bands of pessimism.

Your business – whether it embraces television, radio or the parallel fortunes of both – is, by nature, infinitely resonant to the nationwide tempo of *ALL* business.

Will consumer demand (and purchasing urge) sustain today's pace of industrial production?

Will 1958's sales potentials warrant a continued climb in advertising investments?

Will the electronic media still gain – or lose – in their share of this new year's total advertising budget?

In short, how goes the barometer of broadcasting business? Is this a time for confidence – or for uncertainty?

> On February 24 – with a unique and special issue keynoted to the theme of *"Perspective: '58"* – BROADCASTING attempts to answer some of these imponderables . . . and answer them with reportorial fact instead of with any gift (or guess) of prophecy.

In business – as with seamanship – one must navigate by *known* landmarks, fixed features (economic or celestial), and the common sense that comes with experience.

"Perspective: '58" will render a significant and authentic service to the business of broadcasting in two important ways: (1) by reviewing and compiling the first *complete* perspective on TV-radio progress during 1957; and (2) by projecting its trends forward into 1958 – statistically, as well as with the borrowed

BY THE BYE—The BROADCASTING Radio Yearbook, traditionally published each year in January, will now be combined with the former Telecasting Yearbook and issued as a combined and all-inclusive BROADCASTING YEARBOOK during the early Fall. This special *"Perspective: '58"* issue thus affords the most compelling medium for advertisers previously represented in the Radio Yearbook at the year's start.

EBAROMETER OF
GREAD?

skill of top economic and advertising experts best qualified to analyze them.

"Perspective: '58" sets for itself a comprehensiveness of task that could *only* be assumed by BROADCASTING, *the* leading businessweekly of television and radio . . . an assignment, in fact, of dimensions seldom essayed by *any* trade publication in *any* area of business.

> It is more than prediction to assert that *"Perspective: '58"* will be minutely studied from cover to cover by every responsible executive throughout the field of television and radio advertising.

The factual report it will deliver represents months of diligent questing by the largest, most competent editorial staff in TV-radio business . . . an authoritative round-up of everything pertinent to intelligent evaluation of what lies ahead of today's broadcasting business.

Achievements of such editorial caliber have earned BROADCASTING an unapproachable leadership through the past 26 years. More tangibly, they have also won PAID circulation greater than that of the next three TV and radio business papers combined.

"Perspective: '58" will find a prominent place upon the desks of advertisers, their agencies, and station management from coast-to-coast – not just during the week of February 24, but for many months thereafter. Within the factual forum of its pages lies an ideal opportunity for *your* advertising to tell them *about you!*

Deadline: February 12 for proofs; February 17 final deadline. It's one no TV or radio station advertiser with a 20/20 vision on the future will let go unheeded. Regular rates and sizes prevail.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N.W., Washington 6, D. C.
A member of the Audit Bureau of Circulations

The Most Complete and Authoritative Review of Television and Radio Progress, Trends and Prospects—"PERSPECTIVE: '58" —Will Bring the TV, Radio and Advertising Business Such Important Features as These:

- a complete tabulation of estimated 1957 radio and TV net time sales (local, spot and network)—as compiled by BROADCASTING. (These will be related to official FCC figures of previous years.)
- a comprehensive analysis of how radio and TV advertising probable volume in 1958 relates to general economic trends . . . a feature calling upon the considered judgment of many top economic, business and advertising experts.
- a review of progress in radio audience research and TV audience research—individually presented, and seeking to anticipate 1958's trends in program tastes as well as changing listening/viewing habits.
- a resume of TV and radio growth, measured in the increased number of operating stations, expanded facilities, and economic investment.
- an examination of how television has influenced the size and organizational structure of advertising agencies.
- investigation of the effect subscription television may have (if authorized on the air) upon both TV and radio commercial stations.
- a forecast, calling upon progress facts and known plans, of 1958's developments in TV film syndication.
- an authoritative review of the past year's advances in sale of television and radio station properties.
- a factual report on technical developments during 1957 which already has – or may – influence the operation of TV and radio broadcasters.

IN SHORT **– a thorough roster of inquiry into all the factors that spell success (or problems) for the business of broadcasting during the year ahead. *There can be no more graphic or essential framework in which to display the advertising advantages you offer today's planners and buyers of TV or radio time!***

Rehm Elected President Of Paris & Peart Agency

J. A. H. Rehm, executive vice president and treasurer of Paris & Peart Inc., New York agency, has been elected president, succeeding Alfred G. Peart, deceased.

George M. Cleland and William F. James were elected senior vice presidents. Mr. Rehm retains his post as treasurer, and Thayer Durell, secretary, becomes assistant treasurer.

The board also elected to vice presidencies William F. Byrne, account supervisor, and Donald C. Porteous, head of the tv-radio department of Paris & Peart. Mrs. Thelma Jeffreys was appointed secretary of the corporation.

C-P, Carter Ready Campaigns For Pressure-Can Toothpastes

The packaging battle in toothpastes will get under way in earnest later this month or early April when both Colgate-Palmolive and Carter Products take the wraps off their new pressure-can toothpastes.

Colgate presently is testing public acceptance of its new product in several unspecified markets and will make intensive use of radio-tv spot as well as its network program to put over Colgate Dental Cream (in "Powerpak" form). Meanwhile, Carter, which pioneered pressure-can shave creams with its Rise brand several years ago, likewise is coming out with an aerated dental product, the company's first toothpaste. The two agencies involved are Ted Bates & Co. for Colgate and Sullivan, Stauffer, Colwell & Bayles for Carter.

Last fall, Bristol-Myers broke the long-standing metal tube packaging standards for toothpastes by introducing a new Ipana in a polyesterine "squeeze bottle." Doherty, Clifford, Steers & Shenfield is handling that campaign.

FC&B Succeeds Ludgin for Zenith

Foote, Cone & Belding has been appointed to succeed Earle Ludgin & Co. as agency for Zenith Radio Corp.'s $1 million electronic products account.

L. C. Truesdell, Zenith vice president and sales director, announced Tuesday FC&B will handle all consumer and trade advertising for the company's radio, television, phonograph and high fidelity products in the U. S. and Canada. It was selected to "meet the expanding requirements of Zenith in its consumer product advertising," he added.

MacFarland, Aveyard & Co. will continue as agency for Zenith's hearing aid advertising. Foote, Cone & Belding becomes Zenith's fifth agency in five years, emerging with the account after bids by several other Chicago agencies.

Kudner Denies Dismissal Report

Kudner Adv., New York, last week denied a report that the agency had given employment termination dates to virtually all employes on the Buick account. A spokesman pointed out that Kudner will continue to service the Buick account at least until June 1, even though Buick last December announced the end of its 24-year association with the agency.

NL&B Bills $32.9 Million In 1957; Net Profit $196,326

Needham, Louis & Brorby Inc. reported Tuesday that it billed $32,902,050—largest in its 33-year history—and realized a net profit of $196,326 in 1957.

The financial report was given at the annual meeting of its 329 employes, about 60% of which own common stock in the agency. Re-elected directors by the shareholders were Maurice H. Needham, president; Melvin Brorby, Otto R. Stadelman and W. Raymond Fowler, senior vice presidents; Paul C. Harper Jr. and Max D. Anwyl, vice presidents.

During the past 12 months, the agency noted, it assumed the following new accounts: American Smelting & Refining Co.; Canadian Industries Ltd.; Indian Head Mills Inc.; International Minerals & Chemical Corp. (Ac'cent); Lever Bros. Co. (Swan Soap); Thomas J. Lipton Ltd.; Massey-Harris-Ferguson Inc., and Renault Inc. Broadcast media accounted for approximately 43% ($14 million) of NL&B billings last year.

Net profit was the equivalent of six-tenths of a cent on each dollar of billings. Capitalization of the employe-owned corporation consists solely of common stock available only to employes.

NL&B Enters Auto Advertising With $400,000 Renault Account

Needham, Louis & Brorby has entered the automobile sweepstakes, landing Renault's estimated $400,000 account effective April 1.

Appointment of the agency, which will service the account out of its New York office, was made by Robert Valode, vice president and general manager of Renault's U. S. operations. He promised a "stepped-up, continuing program of advertising." The account formerly was handled by Mann-Ellis, New York.

NL&B will start preparatory work immediately on the account. No statement was made on broadcast plans.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

LUCKY STRIKE • American Tobacco Co., N. Y., for its Lucky Strike cigarettes has renewed *Jack Benny Show* for 1958-59 season beginning next September in its present period—7:30-8 p.m., alternate Sundays, on CBS-TV. This will mark Mr. Benny's ninth year under Lucky Strike sponsorship. BBDO, N. Y., is agency.

TRANSIT NEWS • North American Van Lines, Fort Wayne, Ind., renews for 52 weeks its sponsorship of Alex Dreier news segments on NBC's *Monitor* (Sun., 6:05-6:15 p.m., effective Feb. 23. Agency is Applegate Adv., Muncie, Ind.

COFFEE BREAK • Folger Coffee Co., S. F., has bought quarter-sponsorship in San Francisco Giants '58 games broadcast on KSFO San Francisco and Golden West Network. Buy for Instant line was made through Brooke, Smith, French & Dorrance, S. F., for Folger's Ground through Harrington, Richards & Morgan, S. F.

Falstaff Brewing Co. will be co-sponsor.

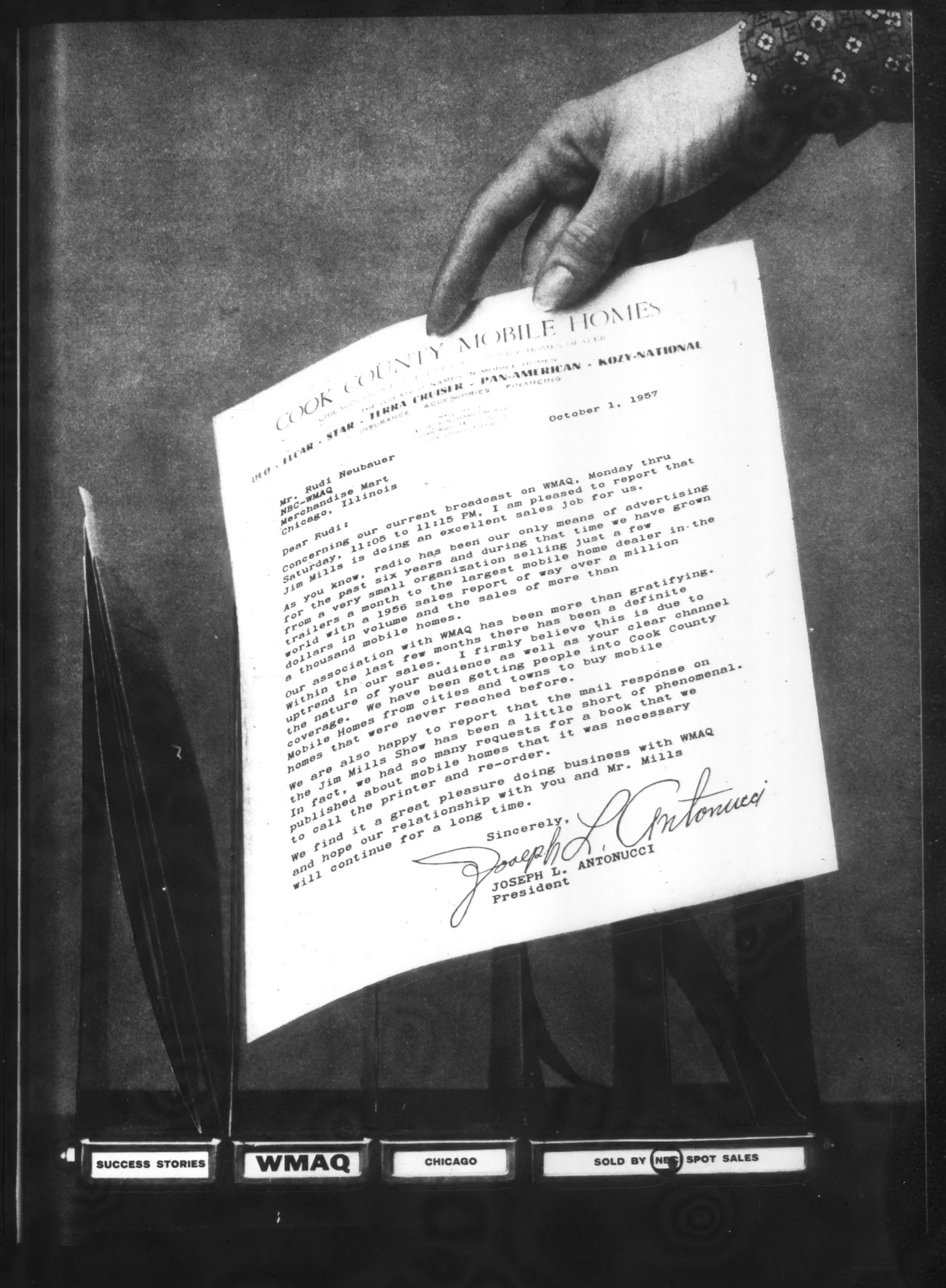
BACK TO BACK • Two General Motors divisions will take the unusual step—for GM, at least—of sponsoring two NBC-TV "specials" back-to-back April 15. To be announced today (Monday) is the signing of Pontiac Div. and Procter & Gamble Co. for sponsorship of 10th annual "Emmy" awards ceremonies of the Academy of Television Arts & Sciences on NBC-TV, 10-11:30 p.m.

GM's Oldsmobile Div., that night, 9-10 p.m., will air one of its four Jerry Lewis color specials, but Olds and its agency, D. P. Brother & Co., Detroit, have been promised a 45-minute "buffer" between the last Olds commercial and the first Pontiac announcement. First half of the "Emmy" telecast will be picked up by P&G for Lilt and other P&G products serviced by Grey Adv., N. Y. MacManus, John & Adams, Bloomfield Hills, Mich., and N. Y., will service the 10:45-11:30 p.m. portion for Pontiac.

Of significance is that this buy may represent P&G's first use of a nighttime spectacular, representing a departure from P&G's formula of sponsoring daytime serials and regularly-scheduled nighttime programs.

SWAP TIME • CBS-TV's *Phil Silvers Show* (Tues., 8-8:30 p.m.), sponsored by Reynolds Tobacco Co. and Procter & Gamble, and *Mr. Adams and Eve* (Fri., 9-9:30 p.m.), sponsored by Reynolds Tobacco, will swap time periods, effective Feb. 11 and 14. In new spots *Silvers* show will be opposite Frank Sinatra (ABC-TV) and *M Squad* (NBC-TV), while *Adams and Eve* will oppose Fisher-Gobel show (NBC-TV) and *Cheyenne* and *Sugarfoot* (ABC-TV.)

L & M TAKES TO NETS • Liggett & Myers Tobacco Co. (L & M filter cigarettes), N. Y., is turning to network radio—four networks worth—(with at least three of the contracts known to be 52-week orders). Purchases on MBS, CBS Radio and American Broadcasting Network were formally announced by the networks last week, and it was reported that NBC Radio had a contract signed, though details were not forthcoming. It was speculated L & M is placing nearly $1 million (time and production at gross rates) in network radio purchases which include two weekly "Impact" segments beginning Feb. 1 on CBS Radio; three-days-weekly participations in MBS' weeknight mystery-adventure-dramatic series and sponsorship of two 5-minute news broadcasts at 5:30 p.m. Thursdays and Fridays, and seven participations weekly Mon.-Fri. on *Herb Oscar Anderson Show* (10-10:55 a.m.) and *Jim Backus Show* (2-2:55 p.m.) on ABN. Dancer-Fitzgerald-Sample, N. Y., is agency.


COOK COUNTY MOBILE HOMES
INSURANCE ACCESSORIES FINANCING
October 1, 1957
Mr. Rudi Neubauer
NBC-WMAQ
Merchandise Mart
Chicago, Illinois
Dear Rudi:
Concerning our current broadcast on WMAQ, Monday thru Saturday, 11:05 to 11:15 PM, I am pleased to report that Jim Mills is doing an excellent sales job for us.
As you know, radio has been our only means of advertising for the past six years and during that time we have grown from a very small organization just a few trailers a month to the largest selling mobile home dealer in the world with a 1956 sales report of way over a million dollars in volume and the sales of more than a thousand mobile homes.
Our association with WMAQ has been more than gratifying. Within the last few months there has been a definite uptrend in our sales. I firmly believe this is due to the nature of your audience as well as your clear channel coverage. We have been getting people into Cook County Mobile Homes from cities and towns to buy mobile homes that were never reached before.
We are also happy to report that the mail response on the Jim Mills Show has been a little short of phenomenal. In fact, we had so many requests for a book that we published about mobile homes that it was necessary to call the printer and re-order.
We find it a great pleasure doing business with WMAQ and hope our relationship with you and Mr. Mills will continue for a long time.
Sincerely,
JOSEPH L. ANTONUCCI
President
SUCCESS STORIES
WMAQ
CHICAGO
SOLD BY NBC SPOT SALES

TV NETWORK BUYS AND BUYERS

In network tv, according to computations based on Publishers Information Bureau data on gross time charges for November and January-November last year:

• Automobile advertisers are budgeting big money for the medium. The Big Three auto makers—Ford, General Motors and Chrysler—spent a combined total of more than $5.2 million in November alone.

• GM has taken over the No. 2 spot in the listing of top 10 advertisers in network, spending in November more than $2 million, nearly $1.9 million of it in automotive and the remainder in the building materials category.

• Each of the top 10 spent over the million dollar mark in November. R. J. Reynolds Tobacco Co., which invested $1,023,031 (at gross rates) during that month, narrowly missed the No. 10 spot filled by Gillette (which, incidentally, ranked No. 2 in October).

• Also squeezed out of the list were American Tobacco Co., though that tobacco advertiser spent $931,743 in network tv in November, and Kellogg, which with $942,117, hypothetically ranked as No. 12. Kellogg in October for the first time broke into the top 10 [ADVERTISERS & AGENCIES, Dec. 30, 1957].

• Toiletries apparently have knocked over foods permanently as the kingpin network tv advertiser group. Behind foods by only a small margin in 1956, both in November and for the January-November period, toiletries reversed this edge during 1957, capturing and then maintaining its lead.

TOP TEN ON TV NETWORKS NOVEMBER 1957

1.	PROCTER & GAMBLE	$3,476,964
2.	GENERAL MOTORS	2,036,865
3.	COLGATE-PALMOLIVE	1,878,278
4.	CHRYSLER	1,727,613
5.	AMERICAN HOME PRODUCTS	1,559,194
6.	FORD	1,446,973
7.	GENERAL FOODS	1,395,308
8.	LEVER BROS.	1,365,016
9.	BRISTOL-MYERS	1,163,248
10.	GILLETTE	1,126,870

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER '57 AND JANUARY-NOVEMBER 1957 AS COMPARED TO 1956

	Nov. '57	Jan.-Nov. '57	Nov. '56	Jan.-Nov. '56
AGRICULTURE & FARMING	$	$	$ 5,019	$ 499,311
APPAREL, FOOTWEAR & ACCESS.	408,023	3,282,327	280,862	3,196,186
AUTOMOTIVE, AUTO EQUIP. & ACCESS.	5,800,914	47,660,461	4,905,850	51,825,501
BEER, WINE & LIQUOR	804,163	7,402,225	776,115	6,920,011
BLDG. MATERIALS, EQUIP. & FIXTURES	143,123	3,473,820	238,325	3,086,497
CONFECTIONERY & SOFT DRINKS	1,096,139	6,568,492	710,299	7,863,216
CONSUMER SERVICES	359,496	4,226,356	282,824	2,357,715
DRUGS & REMEDIES	4,292,706	41,488,087	3,787,867	35,452,271
ENTERTAINMENT & AMUSEMENTS		111,427		84,281
FOOD & FOOD PRODUCTS	8,022,102	88,172,048	8,159,247	80,898,683
FREIGHT, INDUST. & AGRIC. DEVEL.		10,304		
GASOLINE, LUBRICANTS & OTHER FUELS	461,817	2,560,515	423,857	3,819,273
HORTICULTURE		102,223		211,185
HOUSEHOLD EQUIP. & SUPPLIES	1,934,360	18,075,182	3,048,121	31,947,195
HOUSEHOLD FURNISHINGS	267,056	2,750,409	154,913	2,803,502
INDUSTRIAL MATERIALS	1,433,034	11,993,267	1,098,502	9,774,904
INSURANCE	695,313	6,290,231	555,695	4,423,959
JEWELRY, OPTICAL GOODS & CAMERAS	838,441	6,288,351	742,962	5,635,701
OFFICE EQUIP. STATIONERY & WRITING SUPPLIES	460,538	3,162,808	369,145	3,712,414
POLITICAL			581,084	2,655,630
PUBLISHING & MEDIA	111,864	1,908,470	313,062	1,798,819
RADIO, TV SETS, PHONOGRAPHS & MUSICAL INSTRUMENTS	662,516	3,646,742	803,255	10,788,827
SMOKING MATERIALS	4,804,605	44,352,991	3,424,812	36,967,415
SOAPS, CLEANERS & POLISHES	5,635,479	62,605,706	5,108,251	55,293,164
SPORTING GOODS & TOYS	342,071	1,037,048	201,400	828,027
TOILETRIES & TOILET GOODS	9,123,006	92,632,718	7,754,872	77,288,427
TRAVEL & RESORTS	119,223	1,607,041	43,350	515,748
MISCELLANEOUS	225,097	5,092,924	394,195	2,809,597
TOTALS	$48,041,086	$466,502,173	$44,163,884	$443,457,459

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING NOVEMBER 1957

EXQUISITE FORM BRAS	$ 117,005
GENERAL MOTORS	1,893,742
SCHLITZ	314,349
GENERAL MOTORS	143,123
AMERICAN CHICLE	340,080
AT&T	230,664
AMERICAN HOME PROD.	1,351,246
GENERAL FOODS	1,395,308
SOCONY	187,875
GENERAL ELECTRIC	449,799
ARMSTRONG CORK	230,826
RCA	259,211
PRUDENTIAL	245,600
EASTMAN KODAK	334,967
HALLMARK	127,303
TIME INC.	106,560
SYLVANIA	180,600
REYNOLDS TOBACCO	1,023,031
PROCTER & GAMBLE	3,037,494
AMER. MACHINE & FDRY.	122,152
COLGATE-PALMOLIVE	1,501,531
PAN AMERICAN	64,463
RALSTON PURINA	96,393

"BETTER SEND A COUPLA DOZEN ORCHIDS, TOO!"

TAKE it from us — our Red River Valley hayseeds could show lots of you city slickers a thing or two about fancy livin'!

That's because their take-home pay is downright staggering. Lots of it goes for plain old necessities, but there's always plenty left over for loads of "luxuries", too. For big things like Volkswagens! Little things like vitamins! Medium-sized things like vacations!

To sell the Red River Valley's "Rural Rich", use WDAY-TV — the fabulous Fargo station that completely dominates the area. Let your PGW Colonel give you the whole WDAY-TV story*.

**Including facts-and-figures, if you want 'em!*

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

ABN MODIFIES CUT IN LIVE SCHEDULE

- **Nearly 4 hours retained**
- **Affiliates force reversal**

ABN's cutback of all-live programming will be kept to a minimum at the "demand" of the network's Affiliates Advisory Board, officials announced last week.

Instead of cutting all-live entertainment shows from more than five hours a day to about two, as ABN President Robert E. Eastman had indicated a week ago [NETWORKS, Jan. 27], the network will carry almost four hours all-live and program 1 hour and 40 minutes with records in a new format.

This schedule was disclosed in a statement issued by the ABN Affiliates Advisory Board Thursday night after an all-day meeting with network officials in New York. The statement said the board had "demanded the retention of the maximum quantity of live programming by the network."

The board applauded ABN's "outstanding" news coverage but at the same time recommended even greater emphasis on news in view of current world conditions, according to J. P. Williams of the Air Trails Network stations, who was elected chairman of the advisory group during the meeting.

The board's statement said Mr. Eastman announced he would implement the affiliate group's recommendations immediately.

The ABN president was quoted as saying news coverage would include more on-the-spot pickups, immediate installation of automatic equipment to enable affiliates to make fuller use of ABN's news service during periods normally devoted to local programming, and more emphasis on the handling of fast-breaking news. The board also said affiliates would back the ABN news organization with their own local newsmen.

The new Monday-Friday program lineup to take effect March 3 will follow the morning schedule indicated earlier: *Breakfast Club* will continue live at 9-10 a.m. EST followed by the *Jim Backus Show*, also live, which will move from 2-3 p.m. to 10-10:55 a.m.

The *Merv Griffin Show*, which had been tabbed for change to a records program presided over by Mr. Griffin, will continue live but will be moved from 7:15-8:55 p.m. to 1-2:55 p.m.

The *Herb Oscar Anderson Show*—first program to take the air under ABN's new all-live policy last fall—will convert to records, but with an extra twist. With Mr. Anderson as anchor man, the new program will present leading disc jockeys or other personalities from ABN affiliates around the country. It will go into the 7:15-8:55 p.m. period, also starting March 3.

Officials said the live programs will continue to present such preformers as Frank Noell, Dick Noell, Sam Cowling, Eddie Ballantine and his orchestra, Jack Haskell, Betty Ann Grove, the Honeydreamers singing group, Ralph Herman and his orchestra, Julanne Wright and Buddy Weed and his orchestra. But informed sources said production economies also would be made, in line with the cost-cutting purpose of the original decision to back down from the all-live policy. In addition the *Jim Reeves Show*, which originates from WSM Nashville at 1-1:55 p.m., apparently is slated to be dropped.

Board members at the meeting, in addition to Mr. Williams, were Simon Goldman, WJTN Jamestown, N. Y.; Phil Hoffman, WTCN Minneapolis; C. B. Locke, KFDM Beaumont, Tex.; William C. Grove, KFBC Cheyenne, Wyo., and Jack S. Younts, WEEB Southern Pines, N. C.

31 MBS Affiliates Form East Coast 'Auto Network'

A group of 31 Mutual network affiliates last week placed into effect a special road-and-traffic information "auto network" serving the Eastern Seaboard from New York to Florida [CLOSED CIRCUIT, Dec. 16, 1957].

MBS President Paul Roberts explained the service this way: Each cooperating station concludes its traffic news programming by advising listeners of the call letters and dial positions of its nearby Mutual affiliate. Mr. Roberts called the project "a test plan," geared to the north-south winter flow of traffic from New York to Florida, which reaches its peak during February. If the service proves practical, according to Mr. Roberts, plans call for the extension of the project to all 450 network stations throughout the country.

The traffic informational system, Mr. Roberts said, is based on two major factors: the hourly and half-hourly news broadcast approach used by Mutual and the policy of 96% of the network's affiliates to carry local road and traffic news features as part of their news format. He explained the need for the system in this way:

"We are ever increasing the road facilities for the huge motoring public in America but we have given little thought to providing rapid, in-car informational service to these drivers so they can avoid bottlenecks. Our Mutual plan—and we think it is most workable—will permit drivers to alter routes many, many miles away from bad spots. And what makes me happiest about the whole thing is that this is a service only radio can provide."

Bloch Promoted on NBC-TV Staff

A series of executive shifts within NBC-TV's special projects department was announced Thursday by Henry (Pete) Salomon, director of special projects. Succeeding Robert D. Graff, appointed to head the new NBC-Rockefeller Brothers Fund Democracy-Communism broadcast series on *Look Here*, is John Bloch, former director, who now becomes producer-director. John Herman, unit manager of the series, moves up to associate producer. Mr. Graff's other assignment as producer of the *Wisdom* series will be assumed by Robert Ginna. Beatrice Cunningham, associate producer, also will direct some of the *Wisdom* programs.

The Pressure Groups Killed Comedy—Groucho

Groucho Marx used sustaining time on CBS-TV last week to get something off his chest: namely, his belief that the "present system" of tv sponsorship has helped speed the demise of the television comic.

Mr. Marx appeared on CBS-TV's *The Last Word* Jan. 26 along with regular panelists Dr. Bergen Evans, critic-lecturer John Mason Brown and Scripps-Howard radio-tv columnist Harriet Van Horne (see page 18).

GROUCHO MARX

The question that got Mr. Marx onto the topic: "Why is it that of all the varieties of English (in dialect jokes) we used to have to laugh at the only one now permitted to comedians is hillbilly talk?"

Mr. Marx explained that pressure groups "have helped to remove a good deal of comedy from American entertainment." He said, "It isn't just minority groups. . . . It's a question of . . . you crack a joke about a lawyer for example, you get a letter from a legal office of a legal group . . . in some city, or a doctor. . . . All these things are now sacred. . . . You can't kid anything anymore and the sponsors are largely responsible for this, of course, because they're terrified. If you have an audience of 30 million people and they get eight letters . . . saying that their comedian is an idiot, or foul-mouthed jerk . . . they're terrified."

The NBC-TV comedian felt Will Rogers could not "have made a living today"—that "he couldn't kid congressmen and senators. . . . They'd run him out of the country. . . ."

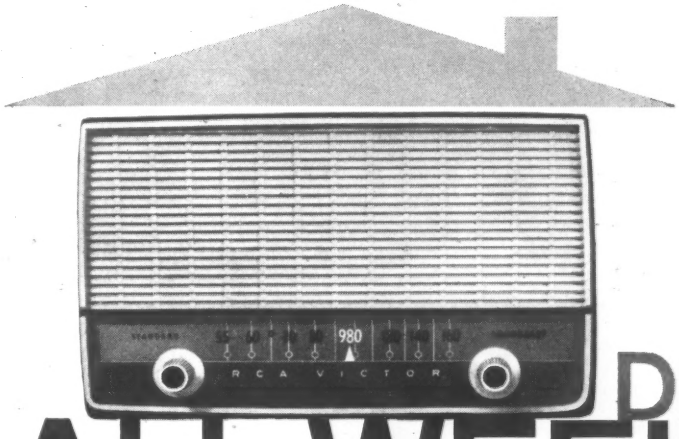
Asked to name "some of the great comedians" of today, Mr. Marx said, "There are none. The few that were left . . . went into television and they got bounced off there because there are too many fellows with guns shooting at them."

Miss Van Horne agreed with Mr. Marx that the "decline in humor" on tv is a "serious" thing and promptly went into censorship of non-humor on tv. "A play that you read because it's going to be on tv may often not come out the way its author had intended it to." She cited the Talent Assoc. production of Thornton Wilder's "The Bridge of San Luis Rey" on CBS-TV's *DuPont Show of the Month* as a recent example. She declared that a minor character was totally eliminated "because there was a feeling that the church might be offended. I honestly don't think the church would have been."

Dr. Evans asked the panel, "Are we ever going to purge ourselves of these blackmailing persecutions?" Mr. Marx replied: "Not under the present system, I don't think we will. Because the sponsors now control what's said on television. And as long as they pay the salaries, they're going to call the tune. That's all. It's as simple as that."

In Washington **WRC**

IS THE SPEAKER OF THE HOUSE



DAY & NIGHT ALL WEEK LONG

And the most recent Nielsen* proves it: WRC's *26.4%* average share-of-audience for the total week *tops all of the 16 other radio stations in the nation's Capital!*

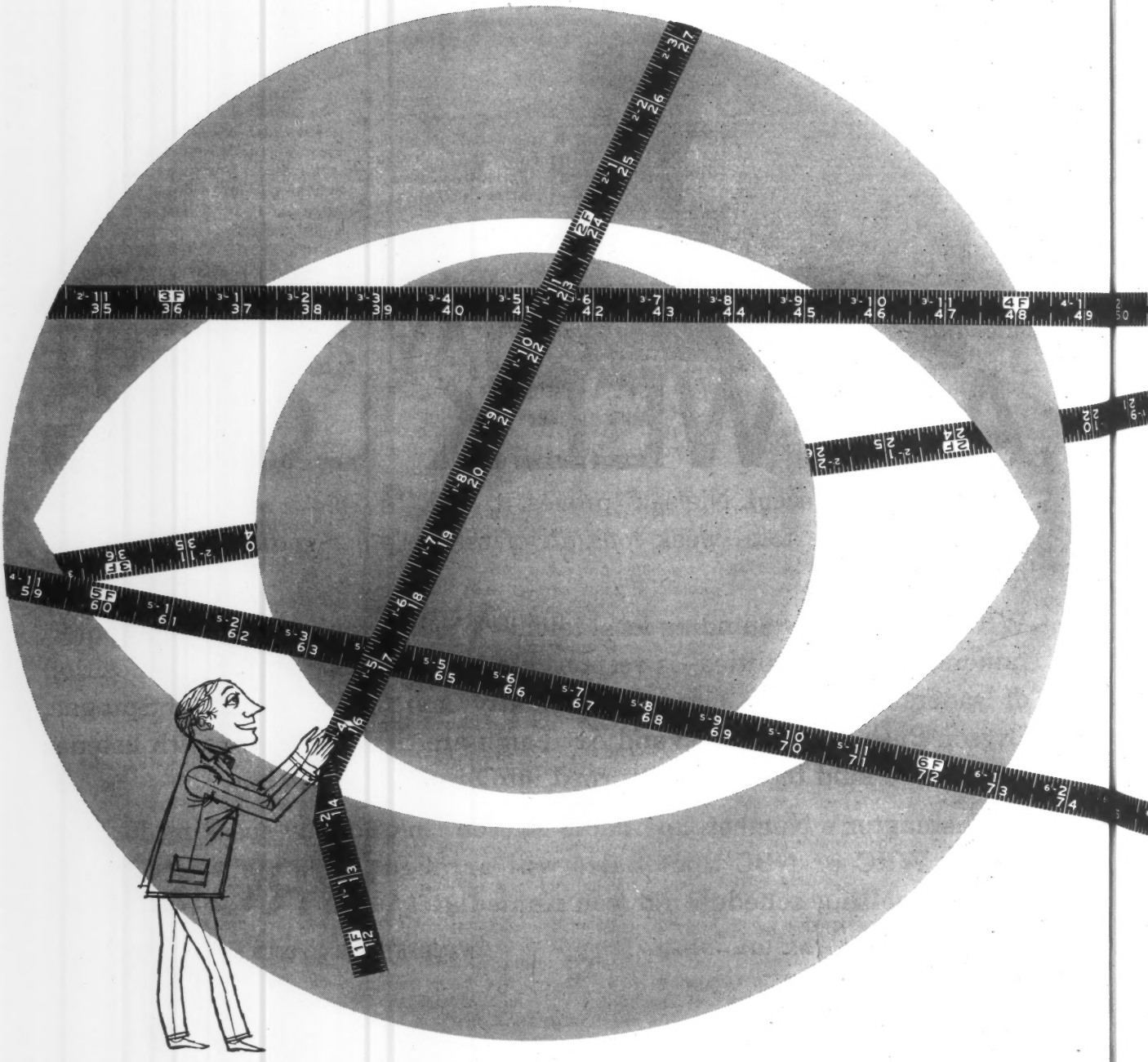
WRC's roster of outstanding local talent—Washington's most popular entertainers and personalities—is responsible in large measure for this position of leadership. Al Ross, Gene Archer, Patty Cavin, Ed Walker, Bill Sprague, Bryson Rash, Jim Simpson and Art Lamb are richly endowed with listener loyalty, the kind that's easily turned into *brand* loyalty.

If Washington's Number One Radio Station isn't already speaking for *your* brand, WRC or NBC Spot Sales will arrange a sound selling schedule for you immediately. **WRC·980**

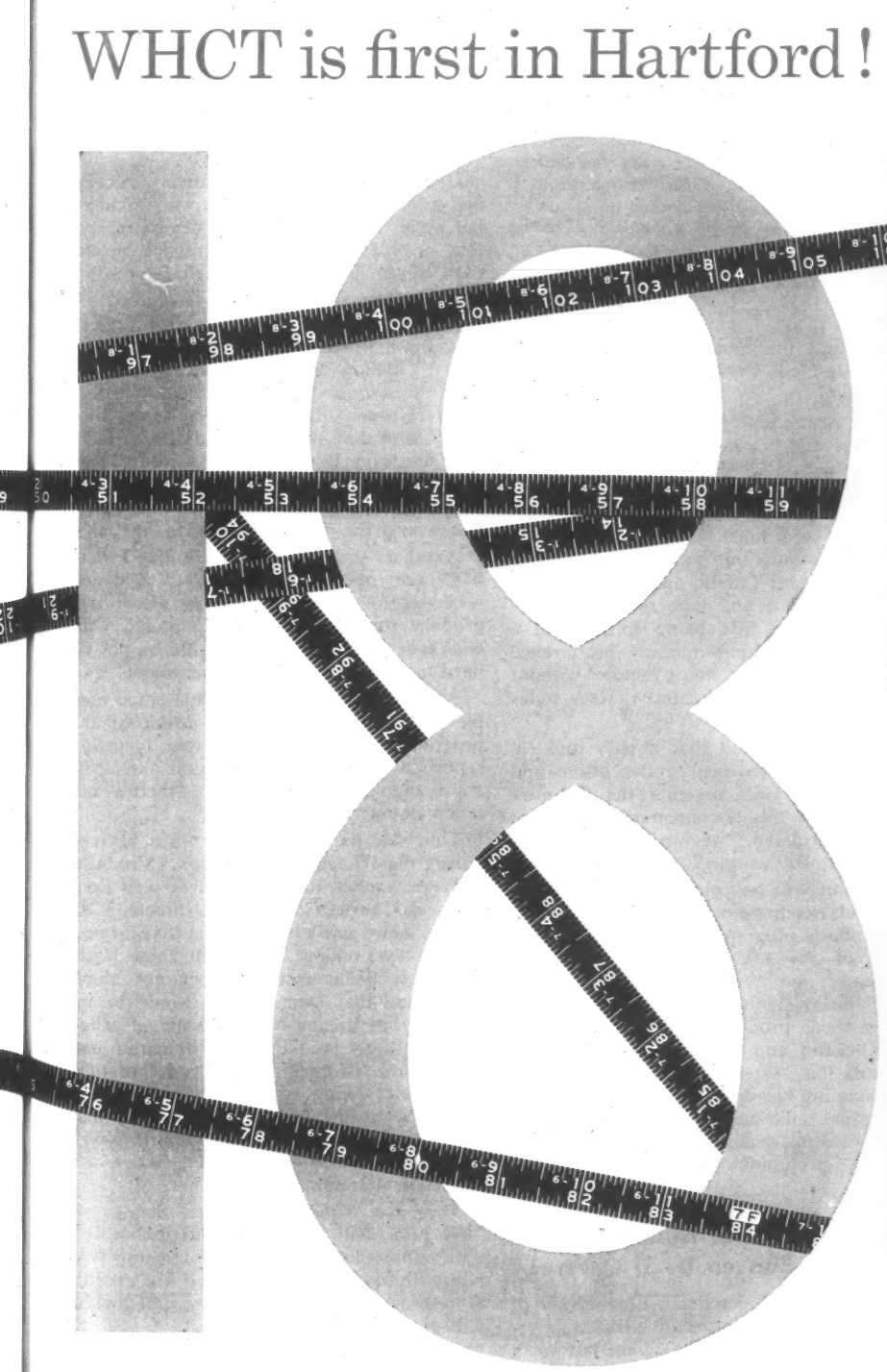
**NSI Report—Washington, D.C. Area—November 1957*

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

Source: Latest ARB, *latest Pulse.*



WHCT is first in Hartford!



NO MATTER WHO DOES THE MEASURING, WHCT is the number one television station in the Hartford area. From 8 am to sign-off, seven days a week, CBS OWNED WHCT tops all competing stations in its total-week share of audience *and* total quarter-hour wins, according to *both* ARB and PULSE.

For example, during the all-important, highly competitive nighttime hours, ARB and PULSE agree that WHCT has...

The largest share of audience (29.1, ARB*)*

The highest average rating (13.6, ARB*)*

The most quarter-hour wins (73% more than the 2nd station, 82% more than the 3rd, ARB*)*

The largest number of Greater Hartford's top-rated network shows (14 of the top 25, ARB*)*

Greater Hartford's top early evening network news show ("Douglas Edwards with the News")

Greater Hartford's favorite early evening local news program ("Seven O'Clock Report")

Greater Hartford's top-rated late evening news program ("Eleven O'Clock Report")

From any angle, throughout Hartford-New Britain (where family income is *third* highest in the nation) the leading television station in the market is...
WHCT Channel 18 – CBS Owned

Represented by CBS Television Spot Sales

ABOVE, *Arthur Hull Hayes (l), CBS Radio president, and Irving Gitlin (second from l), public relations director of CBS News, listen to part of CBS' forthcoming "Actuality Report No. 1—Who Killed Michael Farmer?" along with other members of the network's newly-created "Unit One." Others (l to r) are Ralph Backlund, executive producer for radio in the public affairs department of CBS News; George Vicas, producer of the network's* Radio Beat *series, and Jay McMullen, producer of a projected series of "actuality" presentations.*

New CBS Radio Unit To Document Hard News

Formation of CBS Radio "Unit One," which will concentrate on production of hard-news documentaries, was announced last week by the network's president, Arthur Hull Hayes.

The unit, composed of personnel assigned to the public affairs branch of CBS News, has been formed to "ferret out provocative stories" and apply radio's "hard-hitting treatment." It will prepare four hour-long documentaries before July 1, the first "Actuality Report No. 1" titled "Who Killed Michael Farmer?" This study of juvenile delinquency which has its basis in the New York street-gang killing last year of 15-year-old Michael Farmer, narrated by Edward R. Murrow, will be aired on CBS Radio shortly after the close of the trial, now in progress. Other "actuality reports" scheduled: interservice Pentagon rivalry, troop behavior and psychology during the Korean conflict; labor racketeering; narcotics, and possibly, a follow-up to CBS Radio's shocking report of May 20, 1957, on the Galindez-Murphy case.

"Unit One" also will continue to package the network's new *Radio Beat* series which has brought representatives of the U. S. and U. S. S. R. together over trans-Atlantic radio hookups.

These shows are available for sponsorship, CBS Radio officials declared last week. Cost for an hour-long show comes to roughly $10,000 plus time charges.

Irving Gitlin, CBS public affairs director, explained that "Unit One" had its roots in the fact that many CBS Radio public affairs programs, formerly reviewed on radio-tv pages, suddenly cropped up on front pages, for they made hard news. He cites *A Chronicle of Terror* (the Galindez-Murphy report) and the first of the *Radio Beat* Moscow-to-New York discussion programs last December.

"The assumption up to now," said Mr. Gitlin, "is that tv can 'do it bigger . . . and better.' Maybe so, but in certain areas radio has it all over tv," with such certain areas: (1) providing "extreme flexibility at low cost"; (2) affording "witnesses the advantage of anonymity" as was demonstrated in bringing an anti-Trujillo spokesman to the CBS microphone and tape recorder cloak-and-dagger style; (3) being able to tell a story-in-depth "with minimum interference by gadgetry"—that is, doing remotes without having to use oversized camera crews, miles of cable, etc.

Mr. Gitlin recalled that it only took "a hard core of three men" and a dozen odd "stringers" to piece together the Galindez mystery. Had this documentary been done on tv, he declared, "we would have had to use at least 100 people."

The unit will be composed of Ralph T. Backlund, executive producer of CBS Radio public affairs programming, and a staff consisting of Jay McMullen, who will take charge of the "Actuality Reports"; Art Rabin, associate to Mr. McMullen, and George Vicas, producer of *Radio Beat*.

Mr. Gitlin and Mr. Hayes pointed out last week that "a response to changing radio programming has demonstrated that there is a receptive radio audience and that it's possible to create nationwide excitement for network programming other than just music."

Peiping Bars CBS, NBC Newsmen, Upholding Ban on U. S. Coverage

Two American newsmen, Guy Searls of CBS and James Robinson of NBC, were refused visas by Communist China last week when they applied for permission to enter Peiping and report the visit of the three American mothers who were visiting their imprisoned sons there.

It was reported by western observers that Peiping evidently will continue to stand by its decision to keep out American newsmen until the U. S. State Dept. grants permission for Chinese Communist reporters to enter this country.

In another incident last week, Reuters' Hong Kong correspondent Ian McCrone was granted a visa to go into Canton and report the mothers' departure from China.

CBS News Will Drop 3 Sustaining Tv Shows

- **Deny cutback in news unit**
- **Vienna bureau trimmed**

CBS-TV will drop three Sunday sustaining public affairs programs, it was disclosed last week, but officials firmly denied reports that a general, substantial cutback in the CBS News operation was in the works.

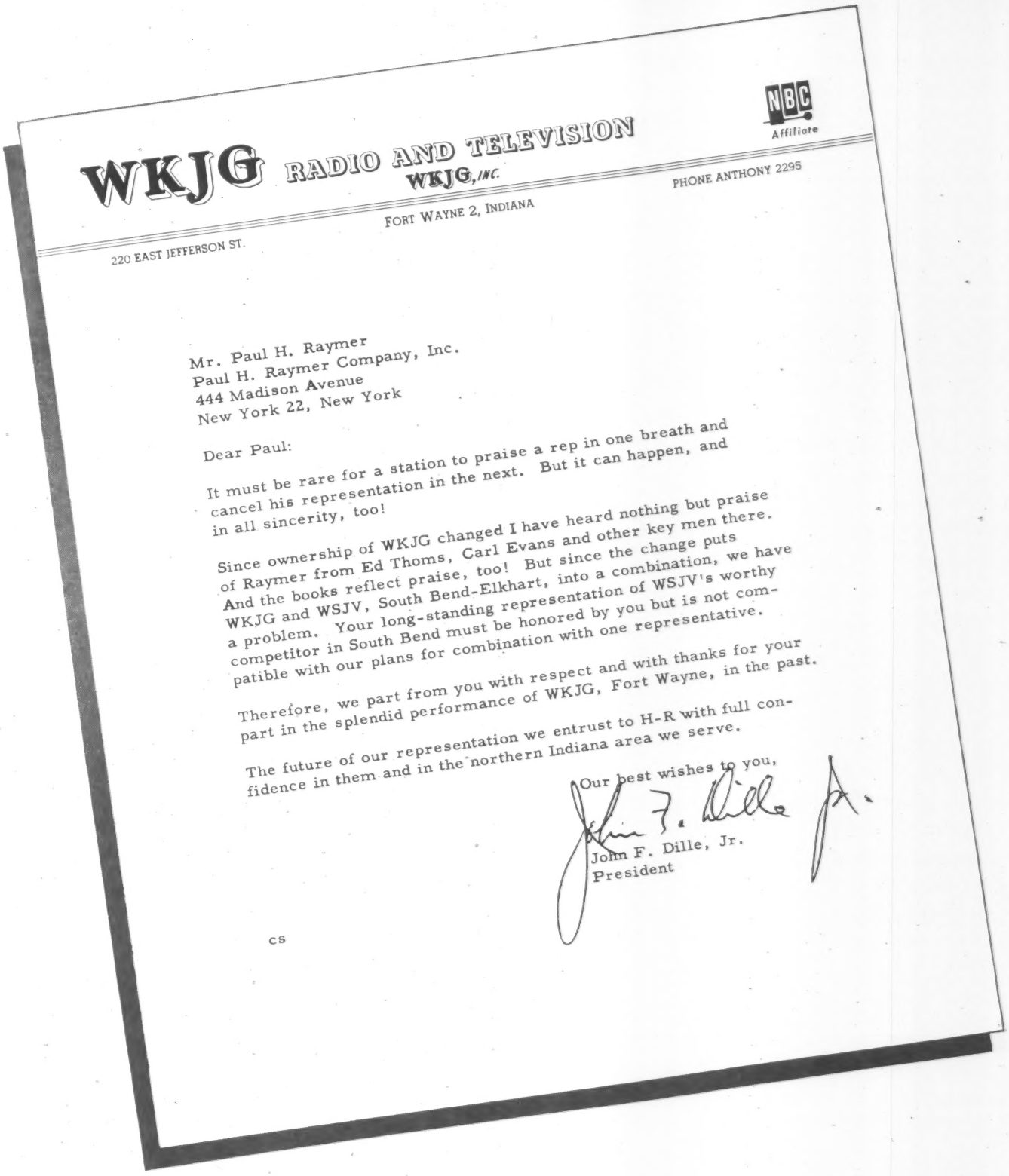
The three programs affected are *Let's Take a Trip*, with Sonny Fox, Joan Terrace and Jimmy Walsh; *U.N. in Action* with Larry Lesueur, and Eric Sevareid's *World News Roundup*. Officials pointed out that relatively few affiliates are carrying these shows, and that, in addition, the U.N. General Assembly is now out of action. There also were indications that another news program, not identified, would be introduced into the Sunday afternoon lineup.

Another program, the Monday-Friday 8:45 a.m. news with Richard C. Hottelet, is slated for a format change which will produce some production economies. Officials said greater emphasis would be put on hard news, to make it "a better show."

Authorities acknowledged that some people would be dropped as a result of the program cancellations, but despite recurring reports to the contrary, they said that apart from the program changes, "there's not much doing" along that line.

They said the Vienna news office, revived during the Hungarian revolution 15 months ago—Alexander Kendrick Jr., now in London with Charles Collingwood, directed CBS Vienna news activities for several years preceding his London assignment three years ago—was being trimmed (but not eliminated) and that Dan Karasik would be returned from Vienna for reassignment. They also noted that the CBS News operation had mushroomed over the years and that they were now taking a look to see how it might be made more efficient, but that they expected no big cutbacks and, except for perhaps a few changes here and there, no major alterations.

Face the Nation, now seen Sunday 4-4:30 p.m., will be moved into the 4:30-5 p.m. time slot now occupied by *World News Roundup*; and *The Last Word*, recently returned to CBS-TV after a fall hiatus, will move from 3:30-4 p.m. to 6-6:30 to replace the Sunday evening version of the



WKJG RADIO AND TELEVISION
WKJG, INC.
NBC Affiliate
220 EAST JEFFERSON ST. FORT WAYNE 2, INDIANA PHONE ANTHONY 2295

Mr. Paul H. Raymer
Paul H. Raymer Company, Inc.
444 Madison Avenue
New York 22, New York

Dear Paul:

It must be rare for a station to praise a rep in one breath and cancel his representation in the next. But it can happen, and in all sincerity, too!

Since ownership of WKJG changed I have heard nothing but praise of Raymer from Ed Thoms, Carl Evans and other key men there. And the books reflect praise, too! But since the change puts WKJG and WSJV, South Bend-Elkhart, into a combination, we have a problem. Your long-standing representation of WSJV's worthy competitor in South Bend must be honored by you but is not compatible with our plans for combination with one representative.

Therefore, we part from you with respect and with thanks for your part in the splendid performance of WKJG, Fort Wayne, in the past.

The future of our representation we entrust to H-R with full confidence in them and in the northern Indiana area we serve.

Our best wishes to you,

John F. Dille, Jr.
President

cs

NOW AVAILABLE IN COMBINATION, BLANKETING THE BEST IN INDIANA . . . SEE YOUR H-R MAN

wkjg 33 FORT WAYNE

wsjv 28 SOUTH BEND ELKHART

Goodson-Todman *Beat the Clock* series. Both moves become effective March 2.

CBS-TV President Merle Jones said the U. N. show normally goes off at this time of year, when the General Assembly adjourns. The Sunday 11-11:30 a.m. series will be deplaced by *Eye on New York*, a WCBS-TV New York production; it also will be made available to those affiliates now carrying *Trip*, Mr. Jones said. The Sonny Fox travel-education series is seen Sunday noon-12:30 p.m.

The CBS-TV head indicated the network would not be reducing its public service responsibilities, underscoring the premiere Feb. 23 of a new hour-long sustaining series, *The Great Challenge*, scheduled Sunday, 5-6 p.m.

MBS Studying 24-Hour Service, Polls Early-Morning Potential

Mutual is in the process of determining the practicability of 24-hour network service by surveying the scope and dimension of the early morning audience. Initial indications are that this listening group is sizable.

This commentary was offered last week by Paul Roberts, MBS president, who reported that the network's public relations department had conducted an informal poll of 32 state authorities operating major toll roads throughout the nation. All state authorities replied, Mr. Roberts said, but only four said they recorded information on tolls accrued on these roads, which Mutual requested to ascertain car-usage data on an hourly basis as a measure of in-car listening.

"Still, the results were eye-opening," Mr. Roberts revealed. "Approximately 7% of the toll traffic on the Garden State Parkway in New Jersey, for example, is between 12 midnight and 6 a.m. For the 88-mile Oklahoma Turnpike the same period garners 9%. And on the West Virginia Turnpike the same six hours provide 14.9% of the revenues. The Kansas State Turnpike tells us that the period between 10 p.m. and 6 a.m. on its 236-mile road provides 20% of its total revenues each day." No data on actual radio listening was available, however.

Mr. Roberts said the network now intends to communicate with chambers of commerce in major cities to gather statistics on the number of night workers throughout the country and obtain another index on the size of the potential audience for early morning network programming. Mr. Roberts said it is conceivable that Mutual will launch around-the-clock broadcasting by late spring.

NBC, ABC Affiliates Get Ready for Barrow

Tv network affiliates continued to gird for the battle of the Barrow Report last week.

NBC-TV affiliates were called to a special meeting in New Orleans Wednesday by Jack Harris, KPRC-TV Houston, chairman of a special NBC affiliates group. Other members are Lawrence H. Rogers II, WSAZ TV Huntington, W. Va., vice chairman; Harold Hough, WBAP-TV San Antonio; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa., and Harold Essex, WSJS-TV Winston-Salem, N. C. Bernard Koteen, Washington attorney, was chosen as counsel.

HARRIS ROGERS

On Friday, ABC affiliates were scheduled to meet in Washington.

NBC affiliates were granted to Feb. 15 to supply the FCC with a list of witnesses and the subjects they are to discuss. The deadline for filing appearances for the March 3 open hearing on the Barrow Report had been set at last Friday.

Earlier a group of CBS affiliates under the chairmanship of John S. Hayes, WTOP-TV Washington, was given to Feb. 15 to supply a list of names of witnesses and the subjects they will discuss. Another group of CBS affiliates, all represented by CBS Spot Sales, was given to Feb. 7 to supply this information.

The CBS affiliates group comprises, in addition to Mr. Hayes, the following:

W. D. Rogers, KDUB-TV Lubbock, Tex.; August C. Meyer, WCIA (TV) Champaign, Ill.; George Whitney, KFMB-TV San Diego, Calif., and Carter M. Parham, WDEF-TV Chattanooga, Tenn. Counsel is Ernest Jennes, Washington attorney [NETWORKS, Jan. 20].

RED TO BLACK

Mutual has been in the black since last September, President Paul Roberts announced last week. Mr. Roberts, head of a syndicate that bought the network from RKO Teleradio Pictures last August, announced that "Mutual has had a $24,000 operational profit since September 1957. Losses for the first seven months of the year, however, totaled $680,000."

DuMont Settlement May Presage Court Test of Puppet Copyright

Copyright infringement of a "work of art" on network television soon may be tested in the courts, following a settlement effected last week between a puppet designer and DuMont Broadcasting Co., owner-operator of WABD (TV) New York.

The settlement—reportedly for $2,000 or $250 per alleged violation of copyright—was effected between Coudert Bros., counsel for DuMont, and Rosen & Seton, counsel for Mrs. Michael Mura, a designer of hand puppets. Mrs. Mura claimed that one of her puppets was used on the WABD (TV) *Sandy Becker Show* in 1955-56 in violation of a copyright. The case appeared before the U. S. District Court, Southern District of New York, and culminated in last week's settlement.

However, it was understood that Mrs. Mura and her attorneys are considering filing suit against one of the three networks charging similar violation of copyright involving a children's series. One question: whether the network's affiliates would be held responsible. Counsel maintains that if newspapers are to be held responsible for the contents of syndicated columns, then affiliates, too, are parties to a copyright infringement by the parent network.

Extra Copies of Report Printed To Meet Requests From Tv Offer

The unprecedented number of audience requests for the Rockefeller Bros. Foundation's report on "Internal Security: The Military Aspect," triggered by NBC-TV's *Today* program Jan. 7 [AT DEADLINE, Jan. 13], has caused Doubleday & Co. to increase its first printing of the Rockefeller Report from 200,000 to 400,000 copies.

On the Jan. 7 *Today*, Dave Garroway and Nelson A. Rockefeller jointly offiered to send free to any viewer requesting a copy the forthcoming Doubleday edition, with mailing costs to be defrayed by NBC and printing by the Foundation. NBC officials admitted they had expected no more than 500 requests, but received 200,000 in 48 hours.

Doubleday set aside the extra 200,000 copies for the free NBC mailing but offered the other 200,000 at 50 cents each. The publisher produced the report in the record-breaking time of 48 hours for Mr. Garroway, who on the next morning's *Today* waved the book at the camera and told viewers the report also could be purchased in the bookshops.

They Blow Our Horn For Us In Southeastern Michigan

You hear it in Flint, in Port Huron and all around southeastern Michigan: "DETROIT'S CHANNEL 2 IS OUR NO. 1 STATION". That's what viewers tell ARB and Pulse, and here's what it means to you. In this free-spending 9 billion dollar market, you reach 'em best on the station that saturates where buying power concentrates.

100,000 watts, 1,057-ft. tower • Full color facilities • Basic CBS

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CHANNEL 2 DETROIT

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STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y., 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Cal.

STUDY BLAMES TV FOR THEATRE DROP

- **Sees threat in movies on tv**
- **Secret report to TOA revealed**

The continued showing of feature films on television could spell financial failure for most of the country's movie theatres and motion picture production studios, according to a report made for the Theatre Owners of America by Sindlinger & Co., Ridley Park, Pa., business analyst.

The findings of the report, based on Sindlinger's continuing survey of markets in all 48 states, were presented at a closed meeting of theatre owners and heads of all major craft guilds in Hollywood Jan. 17. Those in attendance were told the report was confidential.

The report came to light last week when the *New York Times* obtained a copy from "a person well-placed in the industry." A spokesman for TOA would neither confirm nor deny the material published in the newspapers but an official of Sindlinger indicated the information is correct, pointing out the *Times* had included direct quotations from the report.

The report states that since last September, motion pictures on tv command one-quarter of the total of the nation's tv viewing time and the public spends four times more hours a week looking at old movies on tv than in seeing new ones in theatres. As a result, the report claims, there was a 7 million decrease in average weekly movie attendance in the final quarter of 1957, compared with the same period of 1956.

The Sindlinger findings translate these developments into a loss of some $50 million in theatre gross in the three-month period, as compared with the 1956 quarter. It attributes the decline to the growing popularity of feature films on tv and explains that last fall was marked by the influx of top-quality old films on tv.

In the final summary of the analysis, Sindlinger warns that if the post-1948 Hollywood product is released to tv as the pre-1948 product has been, it will be "a death blow to theatres and to production."

Reviewing the impact of tv on movie attendance, the report reveals that in the 12 months from October 1954 through September 1955, the nation's theatres, including drive-ins, had their best 12 months on a consolidated basis since 1948. The report cites these reasons: the bigger movie stars had stayed off tv; only a few movies were being shown on the late television shows; and the public recognized that the local theatre and the local tv station were competing for its time and attention.

In the fall of 1955, there began the so-called "courtship of movies and tv," the report states, beginning with the showing of film clips and of programs produced by film studios, such as *Warner Brothers Presents, The 20th Century-Fox Hour* and *Disneyland* and *M-G-M- Parade*. According to Sindlinger, theatre attendance dipped 17% to 20% in areas where the programs were shown and went up 3% to 7% over the comparable period of the previous year in areas where the programs were not shown.

With the "wedding of the movies and tv," which the report claims was consummated in October 1957 when pre-1948 productions from most major studios became generally shown on tv, the changes in audience behavior became most noticeable. Average weekly attendance fell 13.5% to 17.5% in the last six months, as against the same periods in 1956, the report claims. Simultaneously, Sindlinger notes, the time devoted to old motion pictures on tv rose from 86.5 million viewer hours a week before September to 426.2 million hours a week in December 1957.

If the national level of the theatre gross for the next nine months follows the trend of the past six months, according to the report, theatres and production will be down about 17%. Sindlinger adds that this means theatres will have a $200 million annual loss in gross and production will have an annual loss of $73 million in film rentals.

Samuel Goldwyn, a leading independent motion picture producer, disagreed with the conclusions of the report. He declared that "good pictures on television do not keep people away from the theatres. It's bad pictures [in theatres] that keep them away."

Landau Cites Growth of NTA In Report to Stockholders

The growth picture of National Telefilm Assoc., New York, was highlighted in reports made by company officers at the third annual meeting of stockholders held in that city last Tuesday.

Ely A. Landau, board chairman, announced that a record net income of $269,577 was achieved for the three months ended Oct. 31, 1957, equal to 26 cents per share of common stock, as compared with $236,920, equal to 23 cents per share in the 1956 quarter. The number of exhibition contracts written in the 1957 quarter totaled $4,310,604, according to Mr. Landau, increasing from $3,519,942 in the three-month period ended Oct. 31, 1956. NTA's current fiscal year ends July 31, 1958.

Mr. Landau told stockholders that the early stages of NTA's development have been marked by "substantial growth and material capital outlays," and added: "As to the immediate future, while we expect to maintain steady growth, we do not anticipate a continuance of the phenomenal percentage increases that have marked our progress to date. But we do believe that your company can now enter into a period of consolidation in which its business activities as well as its financial base will be strengthened and solidified."

Other phases of expansion activities by NTA during the year were outlined by Oliver A. Unger, president. He cited the establishment of NTA Telefilm (Canada) Ltd. in which the company has become a 50% owner and of National Telefilm Assoc. (UK) Ltd. in Great Britain, a wholly-owned subsidiary. He revealed this latter company has "already achieved sales to make it self-supporting for at least the next 12 months," and added it is presently negotiating for production of film series with leading English motion picture producers.

On the domestic front, Mr. Unger said, the corporation organized NTA Pictures Inc. to distribute films to theatres prior to their television sale. He said the results of the first major package placed in distribution were "encouraging as well as profitable." He pointed out that several properties for theatrical re-issue recently have been acquired.

Levitt, Former CNP President, Dies of Barbiturates Overdose

Robert D. Levitt, 47, who resigned last December as president of California National Productions, NBC's film-producing-merchandising subsidiary, was found dead Monday in his country home at East Hampton, N. Y. Private funeral services were held Wednesday in that community.

MR. LEVITT

Mr. Levitt's death was termed a suicide by the Suffolk County district attorney's office and the county coroner. An autopsy and laboratory tests indicated the former newspaper publisher and tv film executive died from a self-administered overdose of barbiturates.

Mr. Levitt is survived by his wife, Barbara, two children (by a former marriage to musical comedy star Ethel Merman) and two brothers. One, Arthur Levitt, is state controller in New York.

Mr. Levitt started his career as a newspaper reporter in New York City, moving up in the newspaper field except for an interval after World War II when he was in motion picture publicity, associated with David O. Selznick. In 1951, Mr. Levitt became associate publisher of *American Weekly* and *Puck, the Comic Weekly*, and two years later, publisher. He was a vice president and a director of the Hearst organization. He joined Screen Gems in 1955, becoming national sales manager and moving in July 1956 to CNP where he was appointed vice president and in January 1957 elected president.

Guild Buys 141 Feature Films

Guild Films Co., New York, has bought 141 feature films from Lippert Productions, Hollywood, for "several million dollars," it was announced last week. The films will increase the Guild inventory which now consists of 22 program series, two cartoon packages and 1,200 RKO film shorts. The 141 features star such talent as Eddie Albert, Barbara Britton, Lee J. Cobb, Vincent Price and Edward G. Robinson, among others. Some of the films are "Lost Continent," "I Shot Jesse James," "Leave It to the Marines" and "The Steel Helmet." John Cole, vice president of sales, explained that the pictures will be released in several groups within two weeks.

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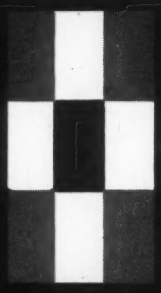

a new pattern for variety in afternoon and late night programming

AFTERNOON: *90 minutes of comedy: Monday through Friday. One time only rate, $60. No additional charge for live demonstrations.*

STU ERWIN	1:00 p.m.
BEULAH	1:30 p.m.
OUR MISS BROOKS	2:00 p.m.

LATE NIGHT: *a new live pattern for late night programming:*

Nightcap
live contemporary jazz, with Charlie Byrd.
Sunday, 11:25 p.m.—12:15 a.m.
one time only, flat, $80

Mystery Theater:
the cream of the whodunit movies.
Monday, 11:20 p.m.—conclusion
one time only, $60

Night Show:
tops in feature films.
Tuesday, 11:20 p.m.—conclusion
one time only, $60

Bowling
live Washington's top keglers compete.
Wed., 11:20 p.m.—12:20 a.m.
one time only, flat, $80

Town & Country Time
live country and western music with Elton Britt.
Thursday, 11:20 p.m.—12:20 a.m.
one time only, flat, $80

Promenade
live popular music and studio dancing party.
Friday, 11:20 p.m.—12:20 a.m.
one time only, flat, $80

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NTA Film Network Sets New Hour Show

Repudiating reports that the future of the NTA Film Network is uncertain, Raymond Nelson, vice president in charge of the network, is announcing today (Monday) that a one-hour program titled *The 20th Century-Fox Hour* will be presented on a lineup of 63 affiliated stations for 13 weeks starting March 30. He says other projects for the network are being planned for the fall.

Mr. Nelson's announcement came after speculation arose about the direction the network would take following the end of commercial sponsorship of *Premiere Performance* on the NTA Film Network [FILM, Jan. 27]. The NTA Film Network, according to Mr. Nelson, is "very much in business" and future plans encompass the offering of half-hour filmed shows plus some live programming, probably to start this fall.

He points out that in the year and a half the network has been operating, many of its procedures have been "experimental" and officials now are evaluating some of the methods of operation. In this connection, he says, the network is studying the practicability of using the coaxial cable as a means of transmitting filmed programs in certain regions of the country and of bicycling prints instead of sending prints of each film to individual stations.

The latest NTA Film Network offering—*The 20th Century-Fox Hour*—consists of re-runs of the one-hour program carried several years ago on CBS-TV. The films were produced by Fox, which holds a 50% interest in the NTA Film Network.

Mr. Nelson believes the programs, featuring such stars as Bette Davis, Linda Darnell, Fred MacMurray, William Bendix, Thelma Ritter, Farley Granger and others, will achieve substantial audience ratings because "80% of the tv audience did not see them during the network run."

The program, Mr. Nelson said, is being offered to advertisers under a plan he considers unique, called "double impact." The films will be presented on Sunday afternoon and on a weekday evening (the same film playing twice in one week). In this way, Mr. Nelson continued, the station will get a new audience for each run of the film. The package for the 13 weeks will cost a total of about $1.6 million to advertisers and it is planned to have eight sponsors investing in the programming.

Abrahams Forms DMA Enterprises

DMA Enterprises, new film production firm in New York, was formed last week by former NBC-TV producer Mort Abrahams. Executive producer of *Producers' Showcase* in the 1956-57 season, Mr. Abrahams left NBC-TV last summer to join Music Corp. of America as producer of the Monday night *Suspicion* series on NBC-TV. His resignation from MCA became effective Saturday. DMA will have temporary offices at the Wyndham Hotel, 42 W. 58th St., New York (tel.: PLaza 3-3500, ext. 809). DMA plans a science fiction series to be distributed by Screen Gems. Other tv series also are planned, plus theatrical features.

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GEORGE WASHINGTON HONOR MEDAL of the Freedoms Foundation at Valley Forge for "Youth Asks The Question" series . . . Awarded February 22, 1957

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Awarded November 18, 1957

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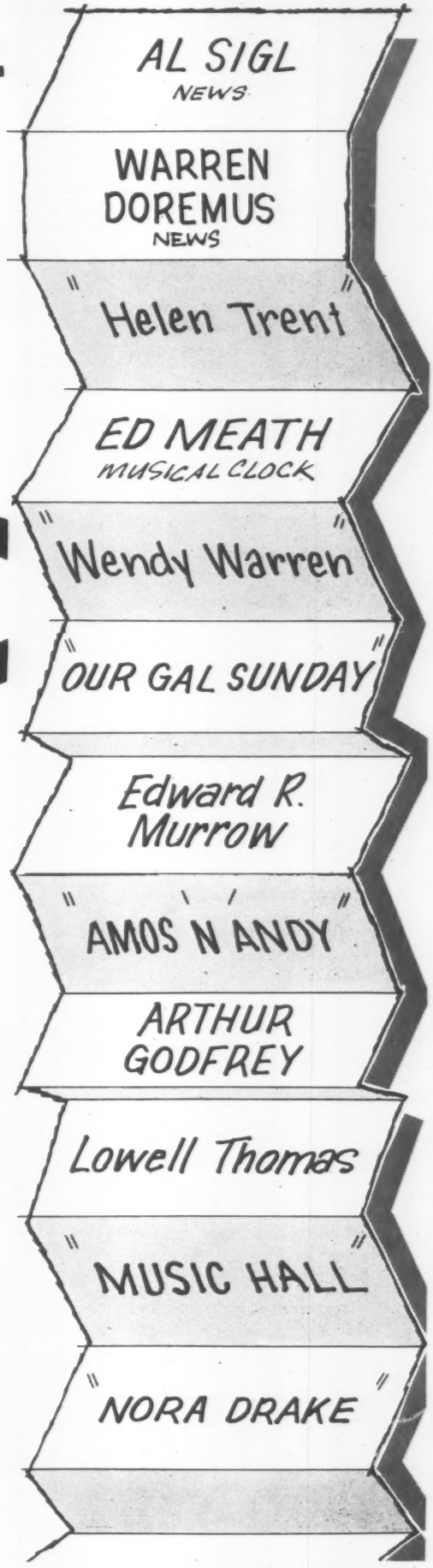
Awarded June 6, 1957

THE MARCH OF DIMES ...National Foundation for Infantile Paralysis Certificate of Appreciation of Outstanding Service . . .
Awarded February 9, 1957

* Rochester Metropolitan Pulse, Oct., 1957



THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN DECEMBER

FROM the monthly audience surveys of American Research Bureau, BROADCASTING each month lists the 10 top-rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Playhouse of Mystery*	(TPA)	Sat. 10:30	WCBS-TV	18.8
2.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	15.9
3.	*Honeymooners*	(CBS Film)	Tues 7:00	WRCA-TV	15.5
4.	*Code 3*	(ABC Film)	Wed. 10:30	WRCA-TV	14.7
5.	*If You Had a Million*	(MCA-TV)	Sat. 7:00	WCBS-TV	12.0
6.	*Silent Service*	(NBC Film)	Fri. 7:00	WRCA-TV	11.5
7.	*Death Valley Days*	(Pacific-Borax)	Wed. 7:00	WRCA-TV	10.9
8.	*Popeye*	(AAP)	Sun.-Fri. 6:00 Sat. 5:30	WPIX	10.5
9.	*Annie Oakley*	(CBS Film)	Sun. 6:00	WABC-TV	10.2
10.	*Looney Tunes*	(Guild & AAP)	Mon.-Sat. 6:30	WABD	9.6

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	29.4
2.	*State Trooper*	(MCA-TV)	Wed. 9:30	WNBQ	23.0
3.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	17.4
4.	*Annie Oakley*	(CBS Film)	Fri. 6:00	WGN-TV	16.7
	Highway Patrol	(Ziv)	Fri 8:00	WGN-TV	16.7
5.	*Sky King*	(Nabisco)	Thurs. 6:00	WGN-TV	16.2
6.	*Brave Eagle*	(CBS Film)	Tues. 6:00	WGN-TV	15.7
7.	*Bugs Bunny*	(AAP)	M-F 6:30	WGN-TV	15.0
8.	*Cisco Kid*	(Ziv)	Mon. 6:00	WGN-TV	14.6
9.	*Flash Gordon*	(Guild)	Sun. 12:00 Sun. 12:30	WNBQ	13.7
10.	*Honeymooners*	(CBS Film)	Thurs. 9:30	WGN-TV	13.6

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-TV)	Tues. 9:30	KSTP-TV	23.7
2.	*Popeye*	(AAP)	M-F 5:30	WCCO-TV	20.7
3.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	19.7
4.	*Death Valley Days*	(Pacific-Borax)	Sat. 6:00	WCCO-TV	18.4
5.	*Dr. Christian*	(Ziv)	Sat. 9:30	WCCO-TV	18.2
6.	*Wild Bill Hickok*	(Screen Gems)	Sat. 11:00 a.m.	WCCO-TV	15.8
7.	*Highway Patrol*	(Ziv)	Thurs. 10:30	KSTP-TV	15.6
	Sky King	(Nabisco)	Sat. 9 a.m. a.m.	WCCO-TV	15.6
8.	*Bugs Bunny*	(AAP)	M-F 4:30	WCCO-TV	15.3
9.	*Ramar*	(TPA)	Sat. 10:30 a.m.	WCCO-TV	15.2
10.	*Mr. D. A.*	(Ziv)	Wed. 10:30	KSTP-TV	13.9

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	26.8
2.	*Highway Patrol*	(Ziv)	Tues. 7:00	WJW-TV	25.7
3.	*Frontier Doctor*	(H-TV)	Mon. 7:00	KYW-TV	25.6
4.	*Brave Eagle*	(CBS Film)	Tues. 6:00	KYW-TV	22.3
	Sky King	(Nabisco)	Tues. 6:30	KYW-TV	22.3
5.	*Popeye*	(AAP)	M-F 5:30	KYW-TV	22.1
6.	*Range Rider*	(CBS Film)	Sun. 6:30	WEWS	20.6
	Death Valley Days	(Pacific-Borax)	Thurs. 7:00	KYW-TV	20.6
7.	*Federal Men*	(MCA-TV)	Thurs. 6:30	KYW-TV	20.1
8.	*Studio 57*	(MCA-TV)	Fri. 7:00	KYW-TV	19.8
9.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	19.5
10.	*Kit Carson*	(MCA-TV)	Sat. 6:30	WEWS	19.1
	Soldiers of Fort.	(MCA-TV)	Thurs. 6:00	KYW-TV	19.1

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 10:30	WBNS-TV	32.2
2.	*Our Miss Brooks*	(CBS Film)	Sun. 6:30	WBNS-TV	25.4
3.	*San Fran. Beat*	(CBS Film)	Sun. 9:30	WBNS-TV	23.8
4.	*Last of Mohicans*	(TPA)	Sat. 10:30	WBNS-TV	20.9
5.	*Mama*	(CBS Film)	Wed. 6:30	WBNS-TV	20.3
6.	*Sky King*	(Nabisco)	Fri. 6:30	WBNS-TV	20.1
7.	*Sheriff of Cochise*	(NTA)	Fri. 10:30	WTVN-TV	19.5
8.	*Annie Oakley*	(CBS Film)	Mon. 6:00	WBNS-TV	19.1
9.	*Cisco Kid*	(Ziv)	Sun. 5:30	WTVN-TV	18.5
10.	*Popeye*	(AAP)	Tues.-Fri. 6:00	WBNS-TV	17.8

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Death Valley Days*	(Pacific-Borax)	Thurs. 7:00	KRCA	19.9
2.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	17.6
3.	*Dick Powell*	(Official)	Sat. 9:30	KNXT	17.4
4.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	14.4
5.	*Whirlybirds*	(CBS Film)	Mon. 7:30	KHJ-TV	14.3
6.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	13.9
7.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	13.1
8.	*Search for Adven.*	(Bagnall)	Thurs. 7:00	KCOP	13.0
9.	*26 Men*	(ABC Film)	Mon. 7:00	KRCA	12.6
10.	*Harbor Command*	(Ziv)	Sat. 7:00	KTTV	11.4

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	23.5
2.	*Death Valley Days*	(Pacific-Borax)	Mon. 7:00	WRC-TV	17.7
3.	*Sheena*	(ABC Film)	Mon. 6:00	WMAL-TV	17.6
4.	*Gray Ghost*	(CBS Film)	Sat. 10:30	WTOP-TV	16.9
5.	*Science Fict. Theatre*	(Ziv)	Sun. 6:00	WMAL-TV	16.5
6.	*Jungle Jim*	(Screen Gems)	Thurs. 6:00	WMAL-TV	16.2
7.	*Boots & Saddles*	(NBC Film)	Thurs. 7:00	WRC-TV	15.7
8.	*Last of Mohicans*	(TPA)	Wed. 7:00	WRC-TV	15.2
9.	*Sky King*	(Nabisco)	Wed. 6:00	WMAL-TV	14.9
10.	*Brave Eagle*	(CBS Film)	Fri. 6:00	WMAL-TV	14.7

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search for Adven.*	(Bagnall)	Mon. 7:00	KING-TV	31.2
2.	*Gray Ghost*	(CBS Film)	Sun. 6:00	KING-TV	28.5
3.	*Death Valley Days*	(Pacific-Borax)	Thurs. 9:00	KOMO-TV	26.6
4.	*Silent Service*	(NBC Film)	Mon. 7:30	KING-TV	24.9
5.	*Whirlybirds*	(CBS Film)	Thurs. 7:00	KING-TV	24.8
6.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	24.1
7.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	KING-TV	21.6
8.	*Last of Mohicans*	(TPA)	Mon. 6:00	KING-TV	20.7
9.	*Kingdom of Sea*	(Guild)	Tues. 7:00	KOMO-TV	20.5
10.	*Sky King*	(Nabisco)	Tues. 6:00	KING-TV	20.2

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Tues 7:00	WSB-TV	26.6
2.	*Amos 'n' Andy*	(CBS Film	M-F 6:00	WSB-TV	23.2
3.	*Whirlybirds*	(CBS Film)	Wed. 7:00	WSB-TV	22.7
4.	*Code 3*	(ABC Film)	Sat. 10:30	WAGA-TV	22.6
5.	*Highway Patrol*	(Ziv)	Fri. 7:30	WAGA-TV	21.5
6.	*State Trooper*	(MCA-TV)	Fri. 7:00	WAGA-TV	21.1
7.	*Casey Jones*	(Screen Gems)	Mon. 7:00	WAGA-TV	20.9
8.	*If You Had a Million*	(MCA-TV)	Mon. 7:00	WSB-TV	20.0
9.	*Sky King*	(Nabisco)	Wed. 6:30	WLWA	19.7
10.	*Kit Carson*	(MCA-TV)	Tues. 6:30	WLWA	16.7

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Whirlybirds*	(CBS Film)	Tues. 7:00	WBZ-TV	25.2
2.	*Honeymooners*	(CBS Film)	Sat. 10:30	WNAC-TV	23.4
3.	*Federal Men*	(MCA-TV)	Mon. 7:00	WBZ-TV	22.8
4.	*Harbor Command*	(Ziv)	Sun. 7:00	WNAC-TV	20.8
5.	*26 Men*	(ABC Film)	Sun. 7:00	WBZ-TV	20.5
6.	*Silent Service*	(NBC-Film)	Fri. 7:00	WBZ-TV	20.3
7.	*Decoy*	(Official)	Sun. 10:30	WBZ-TV	19.9
8.	*Amos 'n' Andy*	(CBS Film)	M-F 5:00	WNAC-TV	19.3
9.	*Topper*	(Telestar)	Fri. 6:30	WNAC-TV	18.7
10.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	WNAC-TV	18.3

that's why

WCAU RADIO means SALES RESPONSE in Philadelphia

Forget the teen-agers? Never. The coke-set finds plenty to attract them in the WCAU RADIO program listings. Their music, played by personalities who talk *their* language.

But we recognize that multi-hour swing sessions . . . with the same voice droning on and on offers little to attract the *real* keeper of the family pursestrings.

That's why WCAU RADIO is kept so diversified—with more outstanding local personalities (24 of them at last count) than all the other local stations combined, variety shows and women's programs* that really entertain—top rated news programs written and edited by one of the country's largest and best staffed news departments, on the spot short wave relay special event coverage, sports commentary by experts in their fields—the nation's most accurate weather reporting service and music programs in tune with the listening moods of the day.

Add to this the best of CBS—daytime dramatic serials and network favorites—Arthur Godfrey, Art Linkletter, Edward R. Murrow and Lowell Thomas and you have a 24-hour-a-day program line up coincident with the quality and listener loyalty that has given us leadership in this important market for 35 consecutive years.

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The Philadelphia Bulletin Radio Station • Represented Nationally by CBS Spot Sales

**the 5 top local women's programs in Philadelphia.*

Colortech Films Reports Process For Electronic Animation on Film

Colortech Films Inc., New York, last week announced it has perfected a new method of film animation through electronic instrumentation and claims its process enables a reduction of more than half in the cost of full animation by conventional techniques.

Hsin Min Ch'en, a partner in Colortech, reported that an important feature of the process is its capacity to transform black and white art and photography into color electronically and on film. He said the new process requires only one single piece of black and white art or still photography for each scene. Each piece of art is then converted into electrical signals that are controlled and moved at will in any given direction and are then turned into fully animated sequences. These sequences, he continued, are finally transferred for reproduction onto standard film.

Mr. Ch'en said the animation achieved is "a different kind of full animation" from that of conventional "full animation" but insisted it is as effective. He said several advertising agencies had made use of the company's services, but declined to reveal them without their permission.

FILM SALES

Screen Gems reports sale of its "Triple Crown" package of 112 feature films to Transcontinent Tv Corp. for its stations—WGR-TV Buffalo, WROC-TV Rochester, both New York, and WSVA-TV Harrisonburg, Va.

Trans-Lux Television Corp., N. Y., reports sale of its Encyclopaedia Britannica library of film programming to WPRO-TV Providence, R. I., for five-year period.

Atlantic Television Corp., N. Y., has announced sales of its Tenth Anniversary package of feature films, to 11 stations. Package, containing 14 films, has been on market since Jan. 2 and was sold to WCBS-TV New York; KTVX (TV) Tulsa, Okla.; KGUL-TV Galveston, Tex.; KNXT (TV) Los Angeles; WSPA-TV Spartanburg, S. C.; WJAC-TV Johnstown, Pa.; KCRA-TV Sacramento; WHCT (TV) Hartford; WBUF (TV) Buffalo, N. Y.; KENS-TV San Antonio, Tex., and KFJZ-TV Fort Worth.

FILM DISTRIBUTION

Screen Gems announces that it has re-edited quarter-hour *Patti Page Show,* produced in 1955 and 1956, into half-hour series which it is putting into distribution immediately. Original 78 quarter-hours, released in 1955-56 and 1956-57, are now playing in more than 50 markets and stations now may have program in either the 15-minute or half-hour version, SG reports.

Official Films, N. Y., reports that *Confession,* new half-hour tv series dealing with sociological aspects of crime, is being offered for network sale. Series has been live presentation over WFAA-TV Dallas. Program features convicted criminal who appears before panel of judge, psychiatrist and member of clergy and tells story of his crime.

STRIKE BY NABET LOOMS AT WEEKEND

- **No agreement by last Friday**
- **Networks prepare for worst**

The possibility of a strike against NBC and ABC loomed last Friday as negotiations between the tv-radio networks and the National Assn. of Broadcast Employes & Technicians approached the midnight deadline with no indication that a settlement was imminent. The old contract expired last Friday at midnight.

Tyler Byrne, executive vice president of NABET and chairman of the negotiating committee which has been discussing a new contract with network representatives in talks in Boston since the beginning of January, asserted on Thursday: "We are heading toward a strike, but I do not want to say that we actually will walk out on Friday."

Mr. Byrne reported that the membership of the union had voted to give the committee the right to call a strike against the two networks. About 2,400 employes of NBC and ABC would be affected by a walkout, encompassing 1,600 engineering, traffic, production and clerical workers at NBC and 800 similar ABC employes.

As talks were continuing in Boston Friday, both network and union representatives were cautious about discussing the prospects of a settlement and it was believed that talks would continue up to last Friday's midnight deadline.

Both networks alerted their supervisory engineering personnel to be prepared for emergency duty over the weekend in the event NABET's strike threat materialized. Other network employes who have received technical training also were available for assignments.

The major demands sought of the networks include an average 15% wage increase; an improved pension plan at NBC and the introduction of a pension program at ABC; a four-day, 32-hour week; safeguards against automation, and strengthening of the union's jurisdiction over video tape.

An NBC official in New York, who has maintained close liaison with the negotiations, asked which of NABET's demands were holding up a settlement, reported the union and the networks were "quite far apart" on all major conditions sought by NABET but said NBC was "hopeful" that an agreement could be effected before the deadline.

The current issue of *The NABET News,* official publication of the union, devoted a major portion of its space to the ABC-NBC negotiations. Though the union stressed in several articles on the subject that it considered all of its major demands important, the issue of automation was labeled a "key" consideration. The lead article, at one point, asserted:

"Casting its shadows over the entire proceedings was the central issue of automation and its effects upon every phase of network operations.

"NBC, for example, laid off nearly 100 technicians in the month preceding the talks: 49 layoffs in New York City, 20 on the West Coast, 15 in Chicago, plus a few others in the area. Part of the layoffs were attributed to shifts of programming from the East and Midwest to the West Coast but the introduction of new equipment was and will be the key to future network problems."

The article contended that in radio-tv broadcasting the introduction of automation does not follow the so-called "classic theory" of lowering of costs and increasing consumption with consequent requirement of the services of at least as many employes as before its introduction. The union argued that in broadcasting "there is a limitation on the amount of demand since the medium never will have more than 24 hours in any day to sell its products."

NABET News claimed that a pension for ABC employes is "a must." The article said in the past ABC has pleaded "poverty" but insisted "that argument can no longer suffice, and the establishment of a pension plan at ABC is a strike issue."

Details of the networks' counter-proposals to NABET were not revealed.

SAG Fiscal '57 Income $613,959

Screen Actors Guild had a total income of $613,959 in the year ended Oct. 31, 1957, according to the annual financial report distributed to members. The national office, including Hollywood, accounted for $422,357 of the total. New York contributed $167,016. None of the other 10 cities in which SAG is active added as much as $10,000.

AFTRA Continues in San Diego

Although the AFTRA contracts with San Diego, Calif., radio stations KCBQ, KFMB, KFSD, KGB and KSDO expired Friday, the union's members are continuing work at these stations while negotiations for a new contract go on. The next management-union meeting is scheduled for Feb. 12.

AFTRA Sets New Rule in Cuba

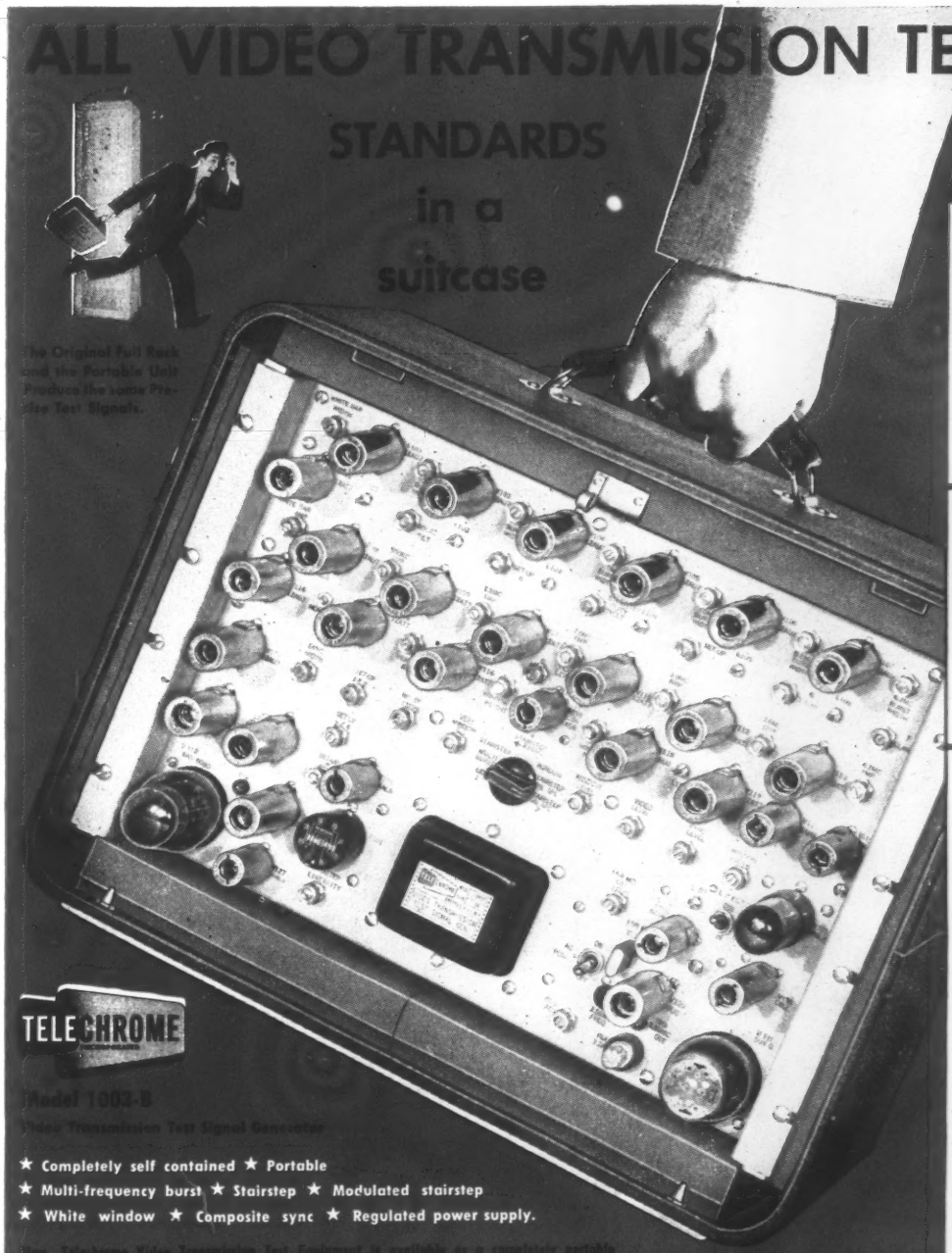
A new ruling by American Federation of Television & Radio Artists requires employers of radio-television performers in Cuba to cover the artist with a life insurance policy of $300,000. The federation regards Cuba as a "hazardous area because of current political unrest and occasional violence."

PERSONNEL RELATIONS SHORTS

Radio & Television Directors Guild, Hollywood, is building up its manuscript registration service. Registration is valid for five years and establishes completion date and identity of literary property.

National Labor Relations Board reports it has received two certifications of union elections. Local 1220, International Brotherhood of Electrical Workers, was certified as union to represent CBS teletype operators in Chicago and Local 9, Office Employes Union, was certified to represent office clerical, traffic and editorial employes of WITI (TV) Milwaukee.

ALL VIDEO TRANSMISSION TEST STANDARDS in a suitcase



TELECHROME

Model 1003-B

Video Transmission Test Signal Generator

★ Completely self contained ★ Portable
★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep
★ White window ★ Composite sync ★ Regulated power supply.

The Original Full Rack and the Portable Unit Produce the same Precise Test Signals.

Now, Telechrome Video Transmission Test Equipment is available as a completely portable 17½" standard-rack mounting unit.

Everyday these Test Signals generated by Telechrome equipment, are transmitted Coast-to-Coast by NBC, CBS, ABC, the Bell System, Canadian Bell and leading independent TV stations throughout the U.S. and Canada. Hundreds of network affiliated TV stations and Telephone TV centers that check incoming video signals.

The compact, inexpensive, portable Model 1003-B is all that is required to generate signals for local and remote performance checking of your entire video, cable, or micro-wave facilities.

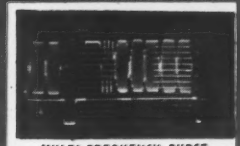
DELIVERY 30 DAYS

Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.

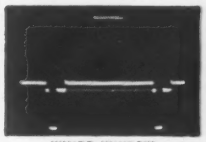
TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment

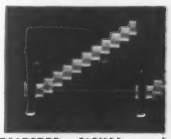
20 Ranick Drive Amityville, N. Y.
Lincoln 1-3400



MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.

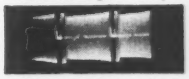


WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine singing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

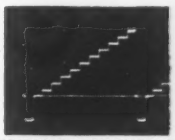


STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

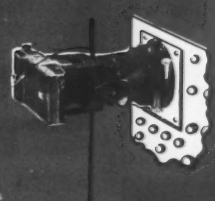
Model 608-A HI-LO CROSS FILTER for Signal analysis.



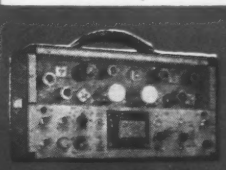
MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.



1521-A OSCILLOSCOPE CAMERA—Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.



1004-A VIDEO TRANSMISSION TEST SIGNAL RECEIVER for precise differential phase and gain measurements. Companion for use with 1003-B.

NAB Joint Board of Directors met Jan. 22-24 in desert surroundings near Phoenix, Ariz. Attending the meeting, held at Camelback Inn, were (front row, l to r) Charles R. Denny, NBC; Harold Hough, WBAP Fort Worth; James H. Moore, WSLS Roanoke, Va.; C. Howard Lane, KOIN-TV Portland, Ore.; Harold P. See, KRON-TV San Francisco; John M. Outler Jr., WSB Atlanta; W. D. Rogers Jr., KDUB-TV Lubbock, Texas, TV Board vice chairman; Harold E. Fellows, NAB president; Merrill Lindsay, WSOY-FM Decatur, Ill., Radio Board chairman; J. Frank Jarman, WDNC Durham, N. C., Radio Board vice chairman; C. Wrede Petersmeyer, Corinthian Stations; Simon Goldman, WJTN Jamestown, N. Y.

Middle row: Everett E. Revercomb, NAB secretary-treasurer; Thad H. Brown Jr., NAB tv vice president; E. J. DeGray, ABN; Robert L. Pratt, KGGF Coffeyville, Kan.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; Arthur Hull Hayes, CBS; Joseph E. Baudino, Westinghouse Broadcasting Co.; Willard E. Walbridge, KTRK-TV Houston; Joseph J. Bernard, KTVI-TV St. Louis; William B. Lodge, CBS; Robert O. Reynolds, KMPC Los Angeles; William C. Grove, KFBC Cheyenne, Wyo.; Tom Bostic, KIMA Yakima, Wash.; Alfred Beckman, ABC-TV; Hugh M. Smith, WCOV Montgomery, Ala.; J. R. Livesay, WLBH Mattoon, Ill.; Daniel W. Kops, WAVZ New Haven, Conn.; Robert F. Hurleigh, MBS Washington; Robert T. Mason, WMRN Marion, Ohio; James D. Russell, KKTV (TV) Colorado Springs, Colo., and John F. Meagher, radio vice president of the association. Back row: Ben Sanders, KICD Spencer, Iowa; William Holm, WLPO LaSalle, Ill.; Donald W. Thornburgh, WCAP Philadelphia; Alex Keese, WFAA Dallas; Todd Storz, Storz Stations; Ben Strouse, WWDC-FM Washington; George C. Hatch, KALL Salt Lake City; Payson Hall, Meredith Publishing Co.; Edward F. Baughn, WPAG Ann Arbor, Mich.; F. C. Sowell, WLAC Nashville, Tenn., and Ray Eppel, KORN Mitchell, S. D. John E. Fetzer, WKZO-TV Kalamazoo, Mich., Tv Board chairman, was absent when the picture was taken. The board will hold its next meeting in Washington in June.

CBS President Stanton to Get NAB's Seventh Keynote Award

NAB's seventh annual Keynote Award will be presented to Frank Stanton, CBS president, during the association's April 27-May 1 convention in Los Angeles. The selection was made by the NAB Convention Committee, which met Monday at the Biltmore Hotel there.

The award, considered the industry's highest prestige citation, is made annually to an individual who has made a significant and lasting contribution to the American system of broadcasting. The presentation will be made April 29, when Mr. Stanton delivers the convention's keynote speech.

Members of the Convention Committee are J. Frank Jarman, WDNC Durham, N. C., and W. D. Rogers Jr., KDUB-TV Lubbock, Tex., co-chairmen; Thomas C. Bostic, KIMA Yakima, Wash.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY Decatur, Ill.; Robert O. Reynolds, KMPC Hollywood, Calif.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore.; James D. Russell, KKTV (TV) Colorado Springs, Colo., and Harold P. See, KRON-TV San Francisco.

Past keynote winners have been Brig. Gen. David Sarnoff, RCA board chairman, 1953; William S. Paley, CBS board chairman, 1954; Mark Ethridge, publisher of the Louisville *Courier-Journal* and *Times* and former NAB president, 1955; Robert E. Kintner, then ABC president, 1956; former President Herbert Hoover, 1957.

AFCCE to Meet in Mexico City

Assn. of Federal Communications Consulting Engineers, a professional group of engineers who practice before the FCC in radio-tv matters, will hold its annual meeting at the Continental Hilton Hotel, Mexico City, April 25. Robert E. L. Kennedy, Kear & Kennedy, is current president.

White House Aide Hauge to Talk To State Broadcaster Groups

Dr. Gabriel Hauge, economic assistant to President Eisenhower, will analyze the current economy at the Third Annual Conference of State Broadcasting Assns., to be held Feb. 18-19 at the Shoreham Hotel, Washington.

FCC Chairman John C. Doerfer will be guest of honor at the Feb. 19 luncheon, with Dr. Hauge speaking after the luncheon. Harold E. Fellows, NAB president, will give the conference keynote address Feb. 18. The meeting is held under NAB auspices. To date 36 state presidents have accepted the NAB invitation.

Howard H. Bell, assistant to Mr. Fellows for joint affairs, will preside at conference sessions. Topics on the program include public relations, government relations, personnel placement, civil defense, educational liaison and local taxation.

What color is black?

Black, in tripack emulsions, is a combination of all colors.

And under situations where the light is bad and shooting conditions difficult, the richness of the black contributes materially to overall image quality. That's why so many cinematographers *insist* on Super Anscochrome 16mm film for all assignments where quality is needed under tough conditions.

Super Anscochrome Daylight (Type 225) with an exposure index of 100, is the ultimate accomplishment in color film design.

Superior curve conformity of the three emulsion layers results in brilliant reds, vivid greens and yellows, and rich blues. Better contrast throughout the entire image with velvety blacks make colors "pop" and impart a true richness that has never before been equalled. And, of course, Super Anscochrome's speed, fastest in the world, is insurance against any and all conditions on location.

Test Super Anscochrome, and learn about a really fine color film. Ansco, Binghamton, N. Y. A Division of General Aniline and Film Corp.

Ansco

Super Anscochrome 16mm

KOOL-AM-TV's ancient fire engine, out of which the CBS-affiliated stations have gotten plenty of promotion mileage, was on the scene at Camelback Inn, Phoenix, two weeks ago for NAB board sessions. The engine was there, according to Vice President-General Manager Tom Chauncey (1), to "put out the fires," but a tender, in the form of a completely-equipped mobile bar, served "KOOL Firewater." With Mr. Chauncey (l to r) are William B. Lodge, CBS vice president, and Harold E. Fellows, NAB President.

King Heads Mass. UP Broadcasters

Arthur C. King, WEEI Boston, was elected president of United Press Broadcasters Assn. of Massachusetts at a Jan. 30 meeting in Boston. He succeeds Richard E. Adams, WKOX Framingham. Other officers elected: Keith S. Field, WARA Attleboro, vice president; Alan B. Wade, UP, secretary. April 1 was set as deadline for receipt of entries for the annual Tom Phillips Award for the best news stories broadcast in the state of Massachusetts during the course of the year.

Sweeney Asks Better Promotion

A re-evaluation of merchandising and advertising practices by the retailer could turn the so-called recession in consumer business into a blessing, Kevin Sweeney, president of Radio Advertising Bureau, said at the Roanoke (Va.) Advertising Club last week. "It's going to take promotional goods, more showmanly advertising presentation and a different advertising media lineup to get even the same number of dollars in sales back per dollar in advertising," he warned.

"The advertising reach of most retailers is now somewhere between 40-60% of the families in their markets and each year their one-media concentration reaches a smaller percentage of the total. A change in this planning can by itself make up for any downward trend in consumer business by widening their market," he said.

RTNDA Names Committee Heads

The Radio-Television News Directors Assn. has announced its new committee appointments. Committees and their chairman are as follows: freedom of information, Edward F. Ryan, WTOP Washington; membership, Dick Sanders, WJDX-WLBT (TV) Jackson, Miss.; publicity, William A. Warrick, WMAQ Chicago; convention sites, F. E. Whitmarsh, WBZ-TV Boston; wire policy, Richard Tobias, WCLI Corning, N. Y.; techniques, Don O'Connor, WISN-TV Milawukee; vocational film, Julian Hoshal, KSTP-TV St. Paul; constitution, Harold Baker, WFGA-TV Jacksonville, Fla.; photo policy, Pat Cullen, KHQ-TV Spokane, Wash., and station cooperation, Jim Bormann, WCCO Minneapolis.

New RAB Assignment for Taylor

Sherril W. Taylor, vice president and promotion director, Radio Advertising Bureau will become vice president of sales administration effective March 1, RAB President Kevin B. Sweeney is announcing today (Monday). The appointment was characterized by Mr. Sweeney as having been necessitated by RAB's increased national and regional sales effort "requiring the full-time supervision of an officer of the company."

MR. TAYLOR

RAB in 1958 is scheduled to make 1,900 regional advertiser presentations and 3,000 national "pitches." Mr. Taylor joined RAB in March 1956 from CBS Radio where he was associate promotion director for the network.

Henry Reports on BPA Progress At Board Meeting in Chicago

A progress report on various activities of the Broadcasters' Promotion Assn. since its second annual seminar in Chicago last fall was given board members last week by BPA President Elliott W. Henry Jr., ABC Central Div.

The board held its first 1958 meeting at Chicago's Sheraton Hotel Friday, covering a wide range of subjects, including certain trouble spots normally associated with the growing pains of any fledgling organization. Broadly, those may be described as those affecting membership and proposals for bimonthly meetings in nine regional areas. Mr. Henry later in the meeting was to appoint arrangement and program committee chairmen for BPA's third annual seminar-convention at the Chase Hotel in St. Louis, Nov. 16-19.

Board members faced up to the desirability of preventing BPA from expanding beyond its present financial strength, at least in terms of regional conferences. Mr. Henry suggested, however, a "pay as you go" series of informal lunches for members, particularly in large population areas, with membership chairmen from nine geographical areas providing the initiative. The membership group is headed up by Howard Meagle, WWVA Wheeling, W. Va.

Messrs. Henry and Meagle stressed the need for a "hard-hitting" membership drive this year, with area chairmen going in for recruiting on a heavy scale. They are being urged to appoint co-workers to aid in the campaign. BPA's bulletin service is starting to pick up steam, the first two dealing with audience promotion (editor is Gene Godt, WCCO-TV Minneapolis) and employment exchange (by Dorothy Sanders, WLWD [TV] Dayton, Ohio). Two will be issued on alternate months, with those on sales promotion (Bilda Woehrmeyer, WOWO Fort Wayne, Ind.) and merchandising (Kenneth Chernin, WFIL-AM-TV Philadelphia) due Feb. 20.

"The issuance of these bulletins on a regular schedule is one of BPA's main functions, not only to our present membership but to our anticipated composition," Mr. Henry has advised members. BPA has adopted the slogan, under Mr. Henry's guidance, of "Better Promotion Ahead."

RAB Shows 'Radio Awareness'

Results of Radio Advertising Bureau's first radio awareness test of 1958 announced last week indicated that solely through radio advertising, more than one of every six people in Denver are aware of the existence of a brand of coffee that cannot be purchased within 900 miles of that city, according to Sherril Taylor, RAB vice president. Results of the test, compiled by The Pulse Inc., show that following the broadcast of five announcements daily over each of three Denver stations during a two-week period, more than 17% of those questioned by Pulse interviewers had heard of "Old Judge" coffee. The fact that more than six of every ten people interviewed could remember at least one conspicuous point in the commercial also was shown.

Maurer Heads Cleveland Office Of HS&T National Media Brokerage

Jackson B. Maurer, owner of WHKK Akron, Ohio, until last year, is opening the Cleveland office of Hamilton, Stubblefield, Twining & Assoc. today (Monday). His appointment was announced by Ray V. Hamilton, president of the national media brokerage.

MR. MAURER

The new Cleveland manager was with WHK Cleveland from 1935 until 1952 when he left the sales managership there to purchase and manage the Akron station. Mr. Maurer founded the 12-station Ohio Network—later made part of the Mutual network—while on leave from the WHK sales post in 1946.

The Cleveland office of Hamilton, Stubblefield, Twining is in the Terminal Tower Bldg., Suite 2414-2415; telephone: Tower 1-6727. Other offices are in Chicago, Washington, Atlanta, Dallas and San Francisco.

Station Publicity Corp. Folds

Formal dissolution of Station Publicity Corp., 550 Fifth Ave., New York, has been confirmed by the president, Lawrence Walerstein. The company during 1957 offered advertising, promotion and publicity services to radio stations. Other officers of the company were Wilber Gilman, vice president; Leo Bleuweiss, secretary, and Philip Sandler, treasurer. Murray Hendel, attorney for the firm, said "several radio stations" originally were creditors of Station Publicity Corp. but these have since been cleared up for the most part and adjustments are continuing to be made as funds due the company are received. Mr. Walerstein said he hopes to form a new company in this field.

Bechoefer to Scharfeld & Baron

Bernhard G. Bechhoefer, State Dept. career officer, has joined the Washington law firm of Scharfeld & Baron. Mr. Bechhoefer, formerly an attorney in Minneapolis-St. Paul, Minn., was recently special assistant to the U. S. representative for international atomic energy negotiations; chief of the international agency branch of the division of international affairs, Atomic Energy Commission, and adviser on atomic energy matters to Harold Stassen, the President's special representative on disarmament. He is a member of the bars of the District of Columbia and Minnesota.

PROFESSIONAL SERVICE SHORTS

Hollingsworth Enterprises Inc., West Hempstead, L. I., has expanded services to include radio and television brokerage business, company has announced.

Fenster & Richards, New York-Washington public relations firm, has moved to larger quarters in New York at 16 W. 55th St. Telephone: Judson 2-6070.

Robert L. Hammett, west coast consulting engineering firm, has been changed to **Hammett & Edison,** with offices at International Airport, S. F. Mr. Hammett has been active in radio and tv consulting since 1946; **Edward Edison** has been associated with Mr. Hammett since 1955 and before that was with RCA in engineering, management and sales.

MR. HAMMETT

MR. EDISON

Electronics Publicity Inc. of California has been formed by **Jack A. Amsterdam,** formerly advertising publicity manager of American Electronics Companies. EPIC headquarters is at 3723 Wilshire Blvd., Los Angeles. Telephone number is Dunkirk 5-6111.

Promotion Assoc., Malden, Mass., and Alexandria, Va., is offering sales and promotion service to radio-tv stations. Firm, headed by **Arthur D. Stamler,** president, is staffed for layout and copy work for trade papers, transit ads, taxi cards, billboards and point-of-purchase displays.

Paul H. Chapman Co. (media brokers), Atlanta, has moved to 1182 W. Peachtree St. Telephone: Trinity 5-5591.

First in Fresno

The November '57 ARB reports —
Between 7 a.m. and 12 midnight
Sunday through Saturday
KMJ leads with 200 quarter-hour firsts
while Station A has 134, and
Station B has 132

IN TOTAL RATED TIME PERIODS

KMJ-TV • FRESNO, CALIFORNIA • Paul H. Raymer, National Representative

WIP AUTOMATES ADMINISTRATION

- **IBM gear leaves programming free to create, says Gimbel**
- **Philadelphia outlet also will release national spot data**

WIP Philadelphia has adopted automation as a means of extracting sales, program and bookkeeping personnel from a maze of administrative detail.

An operations department has been formed to speed processing of contracts from signing to air performance. "Programming is now free to create rather than administrate," said Benedict Gimbel Jr., WIP president-general manager. "The sales department, involved with administrative routine, now has more time to sell. The new operations unit will handle all administration from the time a contract is sold to the time a bill is sent. The bookkeeping staff has more time to analyze company finances."

IBM equipment has been installed to handle the routine. Equipment includes a key punch, several filing cabinets, tub files in which all cards are kept and pigeon-hole files for used cards. [Other automation articles—CBS owned-station rate cards (STATIONS, Nov. 4, 1957) and Peters, Griffin, Woodward processing unit (STATIONS, Oct. 7, 1957).]

The new automation project led Mr. Gimbel to another precedent-breaking action last week—decision to publish a book containing WIP national advertising schedules. The book, costing $25 to cover expenses, will be made available to advertising agencies.

Commenting that stations have long resisted efforts to obtain information on their spot schedules, Mr. Gimbel said he was not worried about the use competitive stations might make of the information. "They can hear what we have on the air now by monitoring," he said. "What's the difference if we make it a little easier for them."

He predicted agencies will welcome the WIP action, made possible by use of the IBM billing and scheduling equipment. The advertiser book will be published at the end of each year, with special requests answered on a cost-per-request basis. Letters announcing the report will be sent major agencies. They will include a questionnaire asking reaction to the idea.

A new sale of 40 announcements a week to each of five advertisers normally involves insertion of 200 announcements into the daily operating schedule but not on a fixed position basis. WIP found that it occasionally would run over or be short at the end of a week. Under the new plan IBM cards are prepared for each announcement, each week, and dated. The cards are added to the decks of cards making up the complete week's schedule.

If an announcement were missed or deleted for a program change, the card representing that announcement would be left over and then could be rescheduled. This provides a constant, daily check on programs and announcements scheduled and actually delivered.

The IBM card contains name of agency and address, sponsor and product, air time, unit price, expiration date, salesman, sales office and agency. At the end of the month the cards are brought together and run through IBM service machinery that sorts them out by account and agency. Bills are produced, complete with gross prices, ready for insertion in a window envelope. Agency commission is not figured but this is described by WIP as a small bookkeeping task.

Director of the operations department is Clifford Harris. He has two girls who work on scheduling and two who handle copy and ETs. The unit relieves the accounting department of billing details. The sales staff need no longer check schedules to see if they are followed. The sales director receives two or three days in advance the gross billing for each day, broken down by revenue per program. A series of summary cards give close control over sales figures, and the month-end gross can be projected with accuracy.

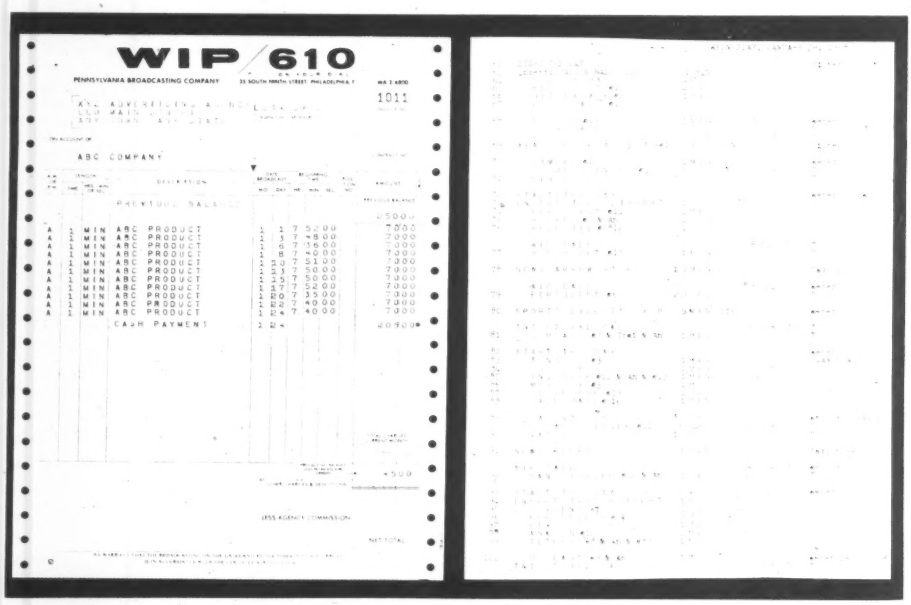
Cards are punched 8 to 13 weeks in advance. Shortly before this supply is exhausted, WIP takes any of the cards and automatically duplicates another set projecting the schedule another 8 to 13 weeks.

The sales director eventually will be able to compare sales on comparable days the previous year. Complete category breakdowns are provided. FCC information covering typical days can be provided quickly by pulling out cards for these days. Cards are kept for two years.

The program department knows whether copy or transcriptions are on hand. Scheduling of public service announcements is simplified.

Thus far the equipment has not meant a reduction in size of the staff but it has made available much more information and speeded sales, programming and billing routines. Hand-making of bills and affidavits is eliminated. The IBM service bureau prints the daily operating schedule in a matter of minutes, with the station adding announcers names and studio assignments. All payments received are punched on cards and added to the monthly decks so balances for the accounts also flow out of the machine. Previous balance less payments received and a net balance are shown on the invoice. Every item that is broadcast is listed singly on the bill. Each announcement or program is dated and shows starting time plus length of time.

FILES *and other equipment for the IBM operation at WIP Philadelphia include key punch operated by Zelda Wolf (l), who takes an operation card from Benedict Gimbel Jr., WIP president-general manager. Clifford Harris (r), chief of the operations department, watches as Marie Christie sorts cards.*



BILLING *for accounts on WIP Philadelphia is handled quickly and automatically by running IBM cards through a machine. The device addresses the bills (l) for insertion in window envelopes and provides complete data for a month, including previous net balance less payments and credits. At right is a section of a typical page of the WIP daily operating schedule, printed automatically by means of card files. Announcers' assignments are inserted manually.*

The man with the sharp pencil figures Collins broadcast equipment the best buy...

And he is right!

Collins CREATIVE LEADER IN COMMUNICATION

CONFEREES of the McLendon Ebony Radio Group last month at their Jackson, Miss., management conference were (l to r) Charles Fletcher, sales manager, WOKJ Jackson; Jim Loflin, assistant manager of WOKJ; Al Evans, WOKJ manager; John M. McLendon, owner-general manager of the Ebony stations; William Anderson, manager of KOKA Shreveport, La.; Ed Phelan, assistant manager, KOKA; Kersh Walters, manager, KOKY Little Rock, Ark., and Bobby Schoonover, assistant manager of the Arkansas station.

DATELINES

Newsworthy News Coverage by Radio and Tv

KANSAS CITY—When this Missouri metropolis was hit by what was called its worst blizzard in 46 years last week, WHB that city inaugurated "Operation Snowbound." The station reports that during the height of the storm, from 6 a.m. to 8 p.m. Tuesday, it broadcast 76 on-the-spot announcements covering driving and weather conditions and concerning gas, electricity, bus and telephone service. WHB also reports that during these same hours it carried 2,168 broadcasts about school closings, meeting postponements, industrial shutdowns and other emergency information.

NEW YORK—The WCBS program *This Is New York* was credited by local newspapers Wednesday with breaking an important facet of the story behind the suicide of a Brooklyn school principal following current rape and other crime incidents at his school. Program host Jim McKay Tuesday night disclosed the last letter written by the principal, George Goldfarb, seeking police protection in his school for the students and teachers. Mr. Goldfarb had been testifying before a grand jury. The school police protection issue has become a heated one locally.

CLEVELAND—When a 108-car freight train crashed into an auto at a railroad crossing in a Cleveland suburb, KYW that city reports it was lucky enough to obtain a tape of the fatal crash and air it just two hours after the tragedy. The tape was heard over KYW's *Program Pm* and was made by Allen Shade Jr., a retired railroad man who records train whistles as a hobby. Mr. Shade had set up his equipment to get the sound of the train's whistle and the roar of its wheels as it sped down the tracks, but instead, he saw it crash into the car and had the sound recorded on his machine. Mr. Shade had been a guest on *Program Pm* earlier and had promised to come back at a later date, so he was acquainted with Bud Wendell, host of the show. He immediately contacted Mr. Wendell to explain what had happened and to tell him that he had a recording of the crash. As a result, the station carried the tape on *Program Pm* that night and interviewed Mr. Shade to get a first hand account of the wreck.

CHICAGO—WMAQ figuratively brought its *Night Desk* to police headquarters Jan. 13, reportedly getting an exclusive tape interview with a confessed slayer of a policeman. Newsman Bill Warrick was the first reporter to talk with George Starcevic, WMAQ reports, getting the interview on the *Night Desk* program within 30 minutes after the suspect was brought to headquarters. Mr. Warrick, covering the police beat, managed to squeeze into an elevator with Mr. Starcevic and officers and conducted the interview in the police lockup. Mr. Starcevic and a companion later confessed to killing policeman John Quirk in a holdup attempt.

SAN DIEGO—As soon as it was learned that a nine-year-old girl had wandered away from her parents' camp site in a desert valley 80 miles east of San Diego, KFMB-TV that city sent its news director, Ray Wilson, and cameraman Howard Smith into the area with camera and sleeping bags. They covered the search of 150 volunteers who scoured the desert, shot scenes of the girl's mother calling for her on the sheriff's car PA system and photographed the reunion of the girl and her family when she was found asleep and unharmed 24 hours after she had disappeared. A live interview with the three Border Patrolmen who found the girl also was broadcast by the station.

WESR Enters on Eastern Shore

WESR Tasley, Va., new Eastern Shore station, has started broadcasting on 1330 kc with a 1 kw-day directional signal. According to the announcement of Dr. Vernon H. Baker, president-engineering director of WESR, the station is scheduling a music-news-weather service for the agricultural peninsula. Brooks Russell, formerly with WBOC Salisbury, Md., is vice president and general manager. In addition to his WESR interest, Dr. Baker owns WBCR Christiansburg, Va.

Blair-Tv Unwraps 'Purse-suasion,' New Daytime Tv Sales Technique

A new daytime television sales technique and a new word—"purse-suasion"—were announced last week by Blair-Tv, station representation firm. Edward P. Shurick, Blair-Tv executive vice president, described the technique thus:

"To reach a station's total audience, we space and rotate commercials over the entire Monday-through-Friday daytime schedule, thus setting the stage for the advertiser's message to reach the normal accumulation of audience as it builds up over a week's time, a month's time, or longer."

He said this rotation "will enable the advertiser (1) to increase the number of different homes reached by his commercial in the daytime, and (2) to increase the number of times they see it.

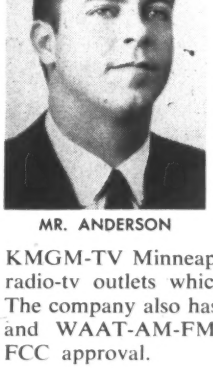
"Purse-suasion," he said, is not a substitute for existing package plans. These will continue to be offered. The new technique "is an additional method by which the advertiser can economically and effectively reach a station's total daytime audience."

Mr. Shurick said that aside from the basic economy of daytime television, the plan is based on special rates established by Blair-Tv client stations to encourage broad use of "purse-suasion." Like spot television generally, he noted, it is available in one market, in several or in all represented by Blair-Tv.

"The plan delivers, weekly, 20 daytime minutes and/or chainbreaks, or 20 ID's, according to the advertiser's requirements," Mr. Shurick said. If an advertiser uses all Blair-Tv stations, numbering about two dozen, he said a "purse-suasion" schedule "will tap 60% of America's effective buying income at a cost of barely $20,000 a week for 20 one-minutes or chainbreaks—and barely $10,000 a week for 20 ID's."

Anderson to NTA Sales Position

The appointment of James W. Anderson, formerly general manager of WTTG (TV) Washington, as national sales manager for the broadcasting properties of National Telefilm Assoc., New York, was announced last week by Ted Cott, vice president in charge of NTA's owned and operated stations. Mr. Anderson will be in charge of national sales for KMGM-TV Minneapolis-St. Paul and other radio-tv outlets which NTA may acquire. The company also has bought WATV (TV) and WAAT-AM-FM Newark, subject to FCC approval.



MR. ANDERSON

Pellegrin Gives Station Plan To Beat Rating 'Numbers Game'

Stations can protect themselves against the "numbers game" of ratings by providing other vital data to agencies and clients through their sales representatives, Frank E. Pellegrin, partner-vice president of H-R Representatives and H-R Television Inc., told Chicago broadcast advertising Thursday.

Such a policy can "pay off handsomely" in business for stations if they afford "accurate, current, reliable information" of all kinds, he asserted. "Agencies and clients need it in this day of mounting costs and increasing values to make more intelligent buying decisions."

Mr. Pellegrin addressed the Chicago Broadcast Advertising Club at a luncheon in the Sheraton Hotel on the subject, "What Do Agencies Really Want to Know About Stations?"

Recalling the days when radio salesmen found "success stories" of the medium to be their "most potent tool," Mr. Pellegrin suggested that perhaps the industry should return to the basis of "selling goods instead of being guided by the numbers game." This is not only a necessity but "good business," he said.

As an example of lack of station information, Mr. Pellegrin claimed that only recently Compton Adv. Inc., probably on behalf of all Procter & Gamble agencies, sent a letter to stations, seeking definitive data on package rates for their client. Such information, he suggested, should be included in rate cards.

"Unless you want to surrender your station into the hands of the ratings services, you will defend yourselves by giving agencies the other data they would need to make decisions," Mr. Pellegrin asserted. He added: "Unless a timebuyer has complete information about your station, on which to base his judgment to arrive at the most intelligent way of buying your station for his client, he very naturally will tend to rely on audience ratings. Too many timebuyers have become slaves to ratings, have bought too many schedules on the basis of ratings alone . . . but the fault lies not alone with these buyers. . . ."

Mr. Pellegrin feels, among other things, that stations should provide current, up-to-the-minute changes on tv set ownership, a "vital field," and complete information on all cities in multiple markets. "Audience penetration studies have become increasingly popular and important," he pointed out, alluding to coverage information.

KGHL-TV Sets Target Date

KGHL-TV Billings, Mont., plans to go on the air March 15 with full power of 316 kw, Jeff Kiichli, general manager, announced last week. He added that the ch. 8 station will be affiliated with NBC and represented by Young Television.

The combined studios and business offices of KGHL-AM-TV will be located in downtown Billings at 214 N. 30th St. The station's 530-foot tower (740 feet above average terrain) and transmitter building will be located three miles east of Billings. The building is made of black brick, chromium and tinted thermo pane glass.

Officers of KGHL-TV include oilmen P. N. Fortin, owner-president, and Warren Hancock, owner-vice-president-secretary-treasurer, and Mr. Kiichli.

WSAI Editorials Credited In Traffic Court's Reforms

Editorials aired by WSAI Cincinnati, were an acknowledged force in bringing about revisions in traffic court schedules.

Since November WSAI had been protesting the court's practice of calling all traffic cases for 9 a.m., which, the station says, led to courtroom crowding and delay for defendants, police officers and court personnel. Added to the protesting voice of WSAI was that of a Cincinnati Bar Assn. committee. It recommended changes in the court schedule, but for weeks the six judges were unable to agree on a new one.

Finally, they resolved the matter and voted to hold afternoon sessions. Afterward a court official said, "Undoubtedly the editorials voiced by WSAI-Radio played a substantial part in bringing the changes about."

3 Wisconsin Stations Form Badger Television Network

Formation of the Badger Television Network in Wisconsin, comprising stations in Milwaukee, Green Bay and Madison, was announced jointly last week by managers of the three stations involved.

The purpose of the network is to provide viewers in Wisconsin with better programming, particularly live, according to John B. Soell, WISN-TV Milwaukee; Soren Munkhof, WFRV-TV Green Bay, and Ben Hovel, WKOW-TV Madison. All stations are basic ABC-TV affiliates.

The approach is to "unify Wisconsin as a single market, with the three stations together reaching 86% of the television homes in the state," according to the principals involved. Mr. Soell, vice president and manager of the WISN (radio-tv) Div. of Hearst Corp., reported most of the programs will originate at WISN-TV, utilizing its new Broadcast Center facilities.

Already on the three-station network are *Homemakers' Holiday*, 1-1:30 p.m., and *Good Housekeeping*, 1:30-2 p.m., both Monday-Friday, and other programs are in the planning stage.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KYA SAN FRANCISCO, CALIF. • Sold to the Bartell Stations by J. Elroy McCaw and John D. Keating for approximately $1 million. The sale was handled by Jack L. Stoll and Assoc., Hollywood. KYA operates on 1260 kc with 5 kw day and 1 kw night.

KMYR DENVER, COLO. • Sold to Don W. Burden, principal stockholder in KOIL Omaha, Neb., and KWIK Pocatello, Idaho, by Dolph-Petty Broadcasting Co. for $400,000. The sale was handled by Blackburn & Co. KMYR operates on 710 kc with 5 kw.

KIDD MONTEREY, CALIF. • Sold to Mr. and Mrs. Robert Sherry, free lance announcer-m.c. and singer, respectively, by Pacific Ventures Inc. for $185,000. The sale was handled by Allen Kander & Co. KIDD operates on 630 kc with 1 kw.

WDBQ DUBUQUE, IOWA • Sold to Richard K. Power, Milton D. Price Jr., O. A. Friend and Robert B. Tennant by Dubuque Broadcasting Co. (John Roshek, president) for $142,000. Broker was Allen Kander & Co. Mr. Power has interests in WAVN Stillwater, Minn., WCMP Pine City, Minn., and KOWB Laramie, Wyo. WDBQ operates on 1490 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 97.*

KUNO CORPUS CHRISTI, TEX. • Sold to KUNO Radio Inc., owned by James Cullen Looney (51%) and others, by KUNO Inc. for $136,600. The owners of KUNO Radio Inc. also own KGBT-AM-TV Harlingen, Tex. KUNO operates on 1400 kc with 250 w.

KWSL-TV NORTH PLATTE, NEB. • Construction permit for ch. 2 outlet sold to North Platte Television Co. by Goldenrod Tele-Radio Co. for $5,000 plus 100 shares of stock in North Platte to Ray J. Williams, president and one-third owner of Goldenrod. Rush Clarke is president and 4.3% owner of North Platte Television. Mr. Williams is 60% owner of KRFC Rocky Ford, Colo.

NEW *owners of ch. 5 KGEO-TV Enid, Okla., are Louis E. Caster and Ashley L. Robison (second and third from left). They bought ownership from P. R. Banta (l) and associates for close to $1 million plus assumption of liabilities of more than $500,000. The FCC approved the sale last December. Mr. Robison, who is secretary-treasurer of new owner, also will be general manager of the ABC-affiliated Enid-Oklahoma City area outlet. Mr. Caster is president and Mr. Banta, who remains as stockholder, is vice president.*

NCAA TV COMMITTEE GETS PAY TV PITCH

- **Colleges to retain tv controls**
- **Chances slim for Big Ten plan**

Mindful that college football is flirting with new methods of increasing campus revenues, two toll tv exponents last week dangled their own bait before the National Collegiate Athletic Assn.

Solid subscription pitches were delivered before NCAA's tv committee Wednesday in behalf of International Telemeter Corp. (Telemeter) and Zenith Radio Corp. (Phonevision). Network, conference and school representatives also appeared at hearings as the committee moved to draw up a 1958 controlled football tv program.

The prospect that the conference will go along with a combination national and regional plan, as it did in 1957, seemed likely, though academic, Thursday. Fee tv arguments, whether by air or cable, plainly intrigued NCAA's new television committee, headed by Rix N. Yard, athletic director, Denison U.

The group met Wednesday through Friday at Chicago's University's Club to review the 1957 tv committee's report and recommendations, establish administrative procedure, and develop a 1958 plan consistent with NCAA's convention resolution approving tv restrictions [TRADE ASSNS., Jan. 13]. It is hoped to come up with the final plan before sessions ended last Friday.

Appearing at "hearings" Wednesday were representatives of NBC, the Big Ten Conference, the U. of Notre Dame, and the Telemeter and Phonevision systems. Oral presentations were given by Tom Gallery, NBC sports director; Kenneth (Tug) Wilson and William Reed, commissioner and assistant commissioner, respectively, of the Big Ten; Paul MacNamara, vice president of International Telemeter Corp., and Ted Leitzell, public relations director of Zenith. Written communications were received from ten other "interested parties," including McCann-Erickson and Ketchum, MacLeod & Grove, plus at least one other network, it was understood.

Messrs. MacNamara and Leitzell reviewed the pay tv situation, including their particular systems. Committee members got the impression that toll tv may be as close as next fall, in one form or another, or perhaps both. At the same time, the committee made plain its members know little of the technical details involved in the pay tv picture. (Telemeter claims to be ready for either closed-circuit or air-link systems.)

There's little turnover in this year's NCAA tv committee membership, with only three new members, which raised gloom in Big Ten circles. As in 1957, the Western Conference favors its own plan calling for a limit of three appearances for each conference school and the right of each to negotiate its own television contracts with networks or stations.

Doug Mills, U. of Illinois and NCAA Dist. 4 member, said the Big Ten plan is "substantially the same" as it offered last year. The NCAA 1957 program included nine national and four regional dates, with a limitation of two network appearances or one national and one regional for each school.

Mr. Reed noted "there has not been a substantial change of personnel on the committee" and said the Big Ten hasn't much hope of getting its plan adopted or of otherwise jarring NCAA into revising its program.

The new tv committee comprises, in addition to Mr. Yard as chairman and eastern small college member, the following: William J. Flynn (new), Boston College, Dist. 1; Robert J. Kane, Cornell U., Dist. 2; James J. Corbett (new), Louisiana State U., Dist. 3; Doug Mills, U. of Illinois, Dist. 4; Reaves E. Peters, Big Eight Conference, Dist. 5; Howard Grubbs, Southwest Conference, Dist. 6; E. L. Romney, Mountain States Conference, Dist. 7; Leo A. Harris (new), U. of Oregon, Dist. 8; Leroy B. Hughes, California State Polytechnic College, western small college; Asa S. Bushnell, Eastern College Athletic Assn., and Walter Byers, NCAA executive director (re-elected), members-at-large. Mr. Yard has been a committee member three years and succeeds Mr. Kane as chairman.

The group, selected by the NCAA council, is given the task of drafting the tv plan and submitting it to some 490 voting members in a mail referendum, requiring two-thirds approval of ballots returned.

Convention action "marked the 12th straight instance in which member colleges and universities have endorsed control of college football telecasting," Mr. Byers stated, adding that voting shows "an average affirmative ratio of 92.7%." NCAA has maintained restrictive controls since 1951.

The U. of Notre Dame argued again last week for lifting the control curtain. The Rev. Edmund P. Joyce, Notre Dame vice president, also favored relaxation of the "sell-out" rule, permitting a greater number of tv appearances.

If the Big Ten plan were adopted, Mr. Mills said, the conference would negotiate as a whole for football tv contracts, rather than singly—a consideration that usually falls on deaf ears in NCAA councils. The association has attempted to steer clear of any plan that would redound to the particular monetary benefit of any conference or school, since tv receipts are divided among participating schools.

12½% Record Industry Sales Rise Seen by Victor Records' Bullock

The recording industry will reach a new high in production and sales this year, with an overall volume of $450 million, 12½% above the $400 million volume achieved in 1957, W. W. Bullock, vice president of RCA Victor Records has predicted.

Advances in high fidelity sound, modern merchandising, teen-age population increases and a program of stereotape production and sales which all major recording companies are vigorously undertaking are the chief factors on which his 1958 estimate was based, Mr. Bullock said in Los Angeles.

Reporting that about 60% of all 1957 record sales was accounted for by long-play albums, Mr. Bullock said he anticipates a marked increase in single and extended record sales this year, stemming from an expected increase of 1 million in the nation's teen-age group which is responsible for the purchase of most of the pop records.

L. A. Firm Reveals C-C Plan Utilizing Electric Power Lines

Photographic Analysis Inc., a research and development organization, announced in Los Angeles last week that it has filed for patent protection a new method of closed-circuit tv transmission that would utilize power lines already in existence. Such a system would be installed for "a small fraction" of the estimated $3,000-a-mile cost of installing new cables to carry toll tv programs to the homes of subscribers as franchise holders plan, Leonard Hammond, Photographic Analysis' sales engineer, told BROADCASTING.

As homes already are connected with the power lines to receive electricity, no new drop-in connections would be necessary, Mr. Hammond explained. A "small black box" (about 8x4x4 inches) would be plugged into the power supply and the tv receiver plugged into the box, he said. To get a pay tv program, the set owner would dial to a channel unassigned for free tv in the community and then set the dial of the box to one of the three toll tv programs available. (The cost of the box, which Mr. Hammond estimated would be $20-$25 at most, is the only installation expense involved.) Use of the toll tv service would be electronically measured, sent back over the cables to the utility company headquarters and recorded there, so that the subscriber would be billed periodically for this service along with his bill for electricity. The electronic record would show the individual programs received at each home, providing a basis for paying the providers of program material according to audience-pulling power.

There is no radiation problem created by imposition of tv signals on the power lines, nor any monopoly, Mr. Hammond said. In units of three (for the contemplated triple program service of each toll tv operator), the initial operation might handle 12 programs, or four services, and subsequently could be expanded to handle 24 or more sight-and-sound transmissions.

Talks are now under way with a number of public utility companies—electric power companies, not telephone companies, Mr. Hammond reported. Probably one company will be selected to work out details of operation and billing for a pilot operation which then can be used as a model for other communities, he said.

Reiner Named for 'Play Marko'

The Caples Co., Chicago, packager of the television bingo game "Play Marko," has named the S. Jay Reiner Co., Garden City, N. Y., as sales representative for the game in New York, Pennsylvania, West Virginia, Maryland, Delaware and Ohio. The legality of "Play Marko," which requires contestants to enter the store of the sponsor to

obtain playing cards, was established by a U. S. Court of Appeals ruling last March and a Supreme Court decision last April.

AIEE to Get Engineering Data On Bartlesville Tv From McMains

How the Bartlesville, Okla., Telemovies distribution system was built—and what Bell System engineers have learned from it—was scheduled to be told to members of the American Institute of Electrical Engineers this afternoon (Monday) by Harvey J. McMains, general transmission and protection engineer, Southwestern Bell Telephone Co.

AIEE is meeting through Friday at the Hotel Statler, New York. Among other papers scheduled for presentation are: "A New Industrial Tv Camera System," J. E. Dilley and G. A. Senior, RCA; "Unusual Applications of Closed Circuit Television," C. L. Ellis, GE; "A New Vidicon Camera for Live Pickup," F. W. Millspaugh and J. H. Roe, RCA, and "Engineering for Off-the-Air Television Service in Southern Calif.," E. Dale Barcus, Pacific Tel. & Tel. Co.

The Bartlesville wired pay tv system was built by the Vumore Co., a subsidiary of Video Independent Theatres Inc. (operators of the Telemovies) under contract to Southwestern Bell. Video Independent leases the lines from the telephone company. The network is composed of 6 wide-band amplifiers, 34 cascaded broad band amplifiers, 17 line extension amplifiers, various passive splitters and terminations, 64,000 feet of trunk cable (12 miles), 185,000 feet of feeder cable (35 miles) and 196,000 feet of strand supporting the trunk and feeder cables (about 38 miles). Drops to individual subscribers are provided by the Telemovies operators.

The greatest opportunity for improvement, Mr. McMains said, is in the tap-off devices. Needed are good impedance match in all directions, low initial cost, durability, easy maintenance and minimum installation time.

The gain frequency response on particular channels of the passive type, tap-off units are allowed to vary plus or minus a couple of db, Mr. McMains pointed out. He compared this to the distribution systems used for tv network interconnections where this variation is maintained within a few tenths of one db.

Mr. McMains also noted that the Bartlesville closed circuit wire tv system was not designed to handle color tv.

The performance of the Bartlesville system has been "generally satisfactory," Mr. McMains said, "except for a slight amount of moisture and lightning trouble in the first month." He added that in general "a soft picture" is being delivered. It does not have the full contrast between the whites and blacks, he explained.

The signal level into the subscriber's tv receiver is 500 uv, Mr. McMains stated, although the system is capable of delivering at least 1,000 uv. The pictures, however, are "very acceptable" to the subscribers, Mr. McMains said, and they thought they are getting better reception over the wired network than off-the-air.

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HILL PAY TV ACTION STILL PENDS

- **Thurmond heads six senators who want pay tv tests halted**
- **House Commerce deliberations delayed; new anti-pay bills offered**

Although the tide of congressional and public opposition to subscription television continues to rise, a clear cut stand from Capitol Hill on the controversial issue still pends.

Following two weeks of hearings by the House Interstate & Foreign Commerce Committee [GOVERNMENT, Jan. 26], last week's toll tv activity boiled down to these developments:

• A resolution by Sen. Strom Thurmond (D-S.C.) with six other senators, asking that the sense of the Senate be expressed condemning the proposed trials, was shunted down the line to the Senate Commerce Committee's subcommittee on communications. The subcommittee was further instructed to hold hearings at the earliest possible time.

• The House Commerce Committee, which had planned to hold an executive session last Thursday to immediately resolve its pay tv course, was forced to postpone the meeting until this Thursday.

• Three more anti-toll television bills were introduced into Congress, raising the total of such measures to 12.

• Another bill is promised that would obligate "pay tv monopolairs" to pay a 25% excise tax on receipts, based on the reasoning that if the toll system is allowed it would siphon off excise tax dollars from other entertainment sources while depriving the public of its right to free tv.

• The pulse of a public, now more than ever aware of subscription television's threat, was reflected in avalanches of sentiment that reached congressmen and broadcasters (story this page).

All this was in the shadow of the fast-approaching March 1 deadline, when the FCC plans to start processing subscription television test applications.

Not indicated are the stands on the Thurmond resolution of the other eight Commerce Committee members: Sens. Pastore, A. S. Mike Monroney (D-Okla.), Alan Bible (D-Nev.), Ralph W. Yarborough (D-Tex.), Andrew F. Schoeppel (R-Kan.), William A. Purtell (R-Conn.) and Norris Cotton (R-N.H.).

Sen. Thurmond told the Senate that immediate steps must be taken to prevent the FCC from "setting forth on a course of action from which there may be no turning back." He maintained that subscription tv's ultimate result "may well be the complete destruction of our free television system and its replacement with something not nearly so good."

The rescheduling of the House Commerce Committee's executive session on toll tv from last Thursday to this Thursday served as a temporary deterrent to a previously expressed wish by Chairman Oren Harris (D-Ark.) that the controversial issue be resolved at the earliest possible moment.

The number of anti-toll tv bills grew to 12 last week with the submission of three more measures.

Sen. Thurmond's resolution (SR 251), which would prohibit the FCC from approving pay tv until Congress specifically authorizes such action, was introduced last Monday and channeled to the Senate Interstate & Foreign Commerce Committee. Chairman Warren G. Magnuson (D-Wash.) in referring the resolution to that body's communications subcommittee Wednesday, suggested that Sen. John O. Pastore, who heads that group, schedule early hearings on the toll television resolution.

A spokesman for Sen. Pastore late Thursday said that no date had been set for such a hearing, nor had there been a decision on specific areas to be covered.

Sen. Thurmond, in introducing the resolution, was joined in its presentation by Sens. Marshall Butler (R-Md.), Frank J. Lausche (D-Ohio), Frederick G. Payne (R-Me.), Charles E. Potter (R-Mich.), George A. Smathers (D-Fla.) and Frank Carlson (R-Kan.). All except Sen. Carlson are members of the 15-man Commerce Subcommittee.

Chairman Magnuson is already on record as agreeing with the FCC that it has the authority to proceed with toll tv tests. Sen. John Bricker (R-Ohio) is also believed to share these views.

Bills to prohibit the charging of fees to view television in private homes were offered Monday by Rep. Usher L. Burdick (R-N. D.) and Rep. William L. Springer (R-Ill.). They are HR 10268 and HR 10288, respectively. Rep. Springer is a member of the House Commerce Committee.

The third bill (HR 10355) was introduced last Wednesday by Rep. Edith Nourse Rogers (R-Mass.) and duplicates the other measures.

In addition, Rep. Herbert Zelenko (D-N. Y.) announced Friday that he would seek legislation against "pay tv monopolairs" by proposing a 25% excise tax on the receipts of any proposed toll tv system. Rep. Zelenko said that if pay tv becomes a reality at least a billion dollars in excise taxes that normally would accrue to the government would be siphoned off by pay tv operators from entertainment that now provides excise tax dollars.

He termed free television as the greatest single factor in the recreational life of America and deserving of congressional protection. Rep. Zelenko contended that if viewers who can't afford pay tv are forced to relinquish free television, then the least that could be expected would be the enactment of an excise tax for the public benefit.

Rep. Emanuel Celler (D-N. Y.), author of one of the first anti-subscription tv bills, last Wednesday addressed the House, calling attention to five different polls as reported in BROADCASTING over the past several months. All the surveys reflect overwhelming public sentiment against toll television. Rep. Celler also forwarded results of the same surveys to all members of the House Commerce Committee in support of his Jan. 14 testimony in the subscription television hearings conducted by that committee.

Rep. Richard H. Poff (R-Va.) last Tuesday issued a statement against pay tv in which he said, among other things, that toll television would impose a hardship on the American public while providing little more than what free tv is now offering. In the end, he said, the pay system would spell the end of free broadcasting.

TEN-FOOT-LONG *protest against subscription tv is examined by Sen. Sam J. Ervin (D-N. C.) and his secretary, Ruth Price. The letter, signed by employes of a furniture factory at Lenoir, N. C., was one of the more than 5,000 such letters received last week by the Carolina Senator.*

ANTI-PAY OPINION FELT IN CONGRESS

- **Public mail floods Hill**
- **Broadcasts get results**

Public apathy towards the subscription television issue is rapidly being replaced by genuine concern that the toll system will fatally encroach on the viewers' free tv rights. And a good portion of this sentiment is being channeled to Capitol Hill in hope that the Congress will forestall the proposed pay tv trials.

One of the heaviest barrages of protest was in the form of more than 5,000 letters received by Sen. Sam J. Ervin (D-N. C.) between last Monday and Wednesday. Though the senator's staff was still reading the mail at weekend, it was said that the tenor was practically unanimous in opposing the tests.

Sen. Ervin, a former member of the sub-

WHY NOT LET HIM OFFER THIS?

for the ASSOCIATION OF AMERICAN RAILROADS

committee on communications, Thursday reiterated his stand against subscription tv. "Congress ought not to permit the imposition of any toll, fee, subscription or any other charge, directly or indirectly, on the general public for the privilege of viewing tv programs over tv sets owned by individual American citizens," he declared. Sen. Ervin added that he would vote for any one of the pending bills "which will make it plain that the FCC is without legal power" to authorize toll tv.

Sen. Frank Carlson (R-Kan.), in joining Sen. Strom Thurmond (D-S. C.) as a sponsor of a Senate resolution to convey the sense of that body as opposing FCC toll tv authorization (story, page 76), last Monday pointed out that in the previous two days he had received "more than a thousand letters" urging congressional intervention.

Similarly, Rep. Edith Nourse Rogers (R-Mass.), while introducing one of last week's three anti-pay tv bills, cited the many protests against the toll system that she had received.

Stations last week were busily engaged in orientation of the public on the subscription tv crisis. The Carolina response, for the most part, stemmed from cooperative efforts of WBTV (TV) and WSOC-TV, both Charlotte, N. C., in presenting a simultaneous telecast entitled *Now It Can Be Tolled* last Monday night.

The half-hour show, broadcast at 9:30 p.m., showed viewers how things might be under a subscription system and wound up with a question and answer session featuring Charles H. Crutchfield, executive vice president-general manager of WBTV, and Larry Walker, president of the WSOC Broadcasting Co.

Results were felt immediately as station and newspaper switchboards coped with a flood of telephone calls in support of free tv, and the local Western Union office began processing telegrams to Washington on the subject.

In *Now It Can Be Tolled,* Charlotte tv personalities dramatized samples from a 1963 toll tv schedule. One skit depicted sale of a "scrambler straightener" to a family for "Pay-o-Rola" shows at $473.71 per year, including installment and service. Sample movie programming, "The Swamp Girl Strikes Back," was offered. Before leading into the question-answer session with station officials, the *Tolled* show presented a "Viewer of the Year," Mr. Mucho Pesos, who received a loving cup for running the year's biggest tv bill, $5,175.93.

WBTV and WSOC-TV kept the issue alive the rest of the week in slide spots urging viewers to get in touch with congressmen about free vs. pay tv. Sample broadcast copy: "Did you enjoy *Gunsmoke* tonight? It was sent to you free. Shows like this would cost you money to watch. . . ."

The *Charlotte News* ran an editorial Tuesday in support of free tv.

In Chicago, educational tv will provide the vehicle for a pay tv debate on the U. of Chicago's *All Things Considered* program Feb. 6, it was announced Monday. Pros and cons on the subject, "Should the United States Have Pay Television?" will be given on WTTW (TV) Chicago by Fred Sorenson, WCIA (TV) Champaign, Ill.; Ted Leitzell, public relations director, Zenith Radio Corp., and Joseph J. Schwab, natural sciences professor at U. of Chicago.

In Baltimore WMAR-TV took a six-column advertisement in the *Evening Sun* to quote from CBS President Frank Stanton's tract on *Free Television and the American People.*

CBS-TV slated an "informal discussion" of free vs. toll tv—*Pay Television and the American People*—as a special program yesterday (Sunday, 2:30-3 p.m.). Speakers: CBS Vice President Richard S. Salant and Robert Hall, a director of Skiatron Electronics & Television Inc. and former chairman of the tv committee of the National Collegiate Athletic Assn. Moderator: Prof. George Williams, New York U.'s Law School.

Mr. Hall, meanwhile, told a seminar group last week at J. Walter Thompson Co., New York, that toll tv would make possible free tv shows "contrary to factual distortions and double-talk" by the tv networks and motion picture theatre owners.

Translator Bid to Get Hearing

The application of James E. Peaden for a new tv translator station on ch. 74 in Twenty-nine Palms, Calif., was designated by the FCC for hearing last week in order to determine: (1) Mr. Peaden's financial qualifications; (2) whether Mr. Peaden is the "only or true" party in the application, and (3) whether the grant would serve the public interest. The Broadcast Bureau was made a party to the proceedings.

AFCCE ASKS DELAY OF TOWER RULES

- **Asks FCC for year's abeyance**
- **Skeptical of JIGTSC agreement**

FCC proposals to incorporate standards into tv regulations judging tall tv towers and their potential hazards to air navigation should be withdrawn and held in abeyance until a year's trial, the powerful Assn. of Federal Communications Consulting Engineers told the Commission last week.

AFCCE, a group of consulting engineers practicing before the FCC in radio-tv matters, made its recommendations in comments filed last Thursday in the tall tower-antenna farm proposals. Deadline for comments was Friday.

The Commission's antenna height proposals were first issued as proposed rulemaking in March 1956, and a further notice was issued last November [GOVERNMENT, Nov. 25, 1957]. The additional notice was based on recommended criteria worked out by a Joint Industry-Government Tall Structures Committee.

The basic changes proposed in Parts 1 and 17 of the FCC rules is to require applicants for broadcast towers which are over 500 ft. above ground to be sited on antenna farms. The JIGTSC agreement also spelled out certain criteria to be applied in evaluating whether towers are to be considered hazardous to airplanes.

AFCCE plainly expressed doubts whether the JIGTSC agreement is working out properly. "If we examine the record of the airspace groups for the first six months of the JIGTSC agreement," the engineers group stated, "it is not at all conclusive that the JIGTSC agreement will be effective."

The association said that the agreement had not been kept by the Airspace Panel of the Air Coordinating Committee (an Executive Dept. unit which expresses approval or disapproval of proposed broadcast tower heights and sites). It cited four instances: (a) Lafayette-Lake Charles, La.; (b) New Orleans; (c) Terre Haute, Ind., and (d) Atlanta, Ga.

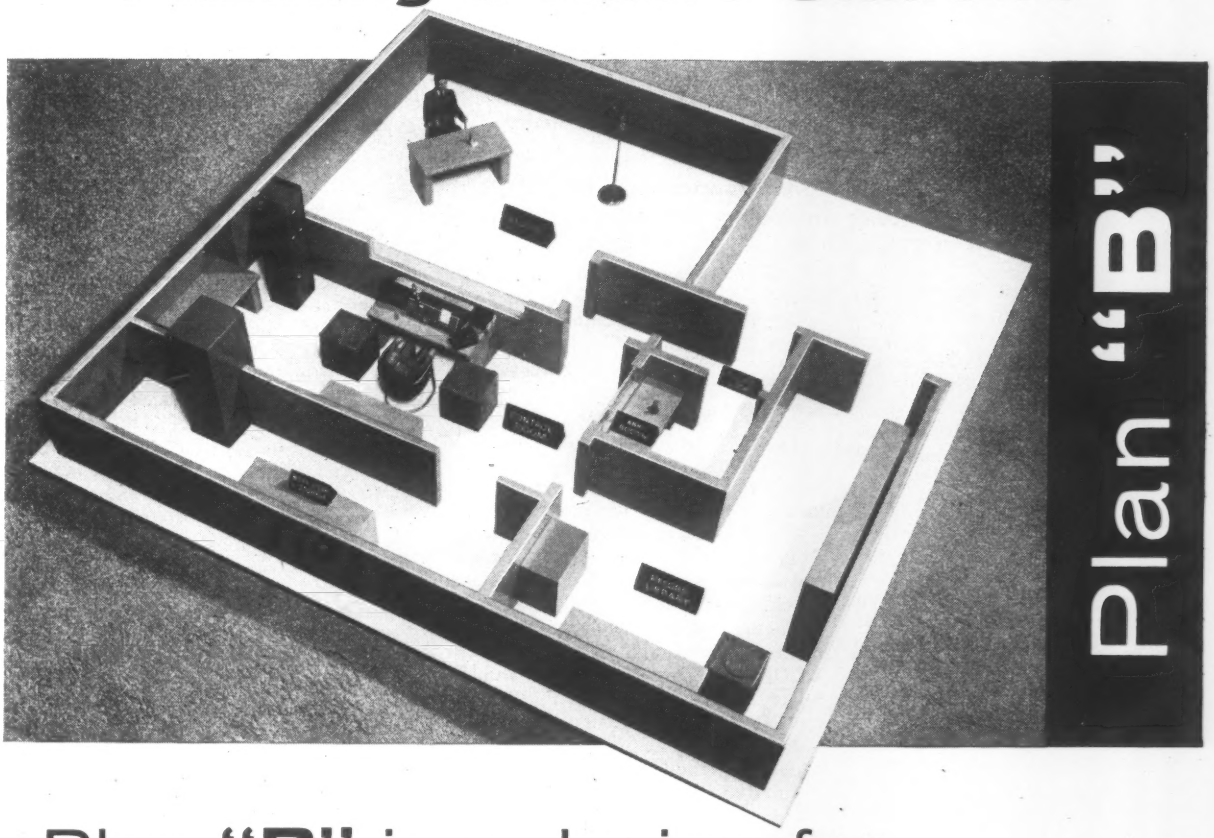
It also noted that since July 12, 1957 when the JIGTSC standards were published, the Airspace Panel had approved only four antenna farms, and has not approved any tower of 2,000 feet in height.

AFCCE, whose president, Robert E. L. Kennedy, was one of the broadcast representatives on JIGTSC, suggested that the FCC hold in abeyance until July 12 the incorporation of the JIGTSC criteria into its rules.

Other filings from broadcast interests up to last Thursday emphasized that the Commission's suggested regulations failed to include a JIGTSC provision whereby aviation interests promised to "compromise their needs" in order to permit tower heights necessary to deliver the maximum service to the public.

Other comments urged the Commission to revise a proposed provision to permit greater flexibility. One proposed section would require all applicants to site antennas on an-

Planning a Radio Station?



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This plan fulfills all of the requirements for a low-cost, community-type radio station. It provides space and facilities for handling a very diversified program schedule. It incorporates technical features that make for adequate, yet economical operation. It is just one of three basic plans that can be modified to meet your needs exactly.

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The plan offers many other features which are discussed at length in a new brochure, along with general planning considerations for the entire radio system. Building layouts, together with a discussion of equipment requirements and current trends, are also offered in the new brochure. For your free copy, write to RCA, Department C-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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tenna farms, and if not, to prove to the FCC that it could not and that its proposed tower and site would not be an "undue hazard" to aviation. Many broadcast entities urged that this strict requirement be liberalized to permit greater ease in justifying the need for an antenna outside the established antenna farm.

Another point made by broadcasters was that the JIGTSC standards provided for antenna farms—not just a single farm.

Many urged the Commission to specify that no compromise be allowed which would permit less than the required mileage separations between stations.

Comments filed up to last Thursday included the following with these other points:

Federal Communciations Bar Assn.—Emphasized that only the FCC can determine finally whether a proposed tower is a hazard to air navigation.

Westinghouse Broadcasting Co.—Maintained that proposals are more restrictive than at present.

U. of Georgia—Asked that provision be made to permit waiver of mileage separation requirements where necessary; otherwise applicants would be in a "strait jacket."

CBS—Asked that "undue hazard" to air navigation be more completely defined. Also if antenna farm is established, there should not be requirement for aeronautical study. [At present, all plans for towers exceeding 500 ft. above ground are required to be submitted to the Airspace Panel.]

William E. Benns Jr. (consulting engineer)—Suggested that mileage separations in Zones II and III be reduced to that required in Zone I [In Zone I, co-channel stations must be 170 miles apart, in Zone II, 190 miles and in Zone III, 220 miles. All adjacent channel stations must be 60 miles apart]. Mr. Benns also suggested that directional tv antennas be permitted in Zone I—the northeastern area of the U. S.

Assn. of Maximum Service Telecasters—Expressed hope that flexibility will be maintained regarding exceptions to the antenna farm idea. Recommend that applicants be permitted not only to tell why they cannot locate on antenna farm, but also why they should not. Urged no departure in existing mileage separation requirements, and asked that mileage separation factors be accepted as sufficient reason for an applicant not to locate on an antenna farm. Emphasized that FCC bears ultimate responsibility for deciding whether applications should be granted in public interest. Suggested that Commission postpone adoption of JIGTSC criteria until end of 12 months existence [July 12, 1958].

A. Earl Cullum Jr. (consulting engineer)—Urged rejection of JIGTSC criteria as part of rules. Asked who will make definitions regarding confines and location of antenna farms. Stated there is no guide to justify not using antenna farm. Put burden on both applicant and air interests to tell FCC why outside antenna location is or is not air hazard. Also asked that hazard considerations be given only to known and published aviation activities, not to unannounced plans for airports, airways, etc. Mr. Cullum also referred to suggestions that the FCC and Civil Aeronautics Board work out a procedure on this problem between the two agencies, without outside influences.

Filing comments in favor of proposals were these aviation interests: Massachusetts Aeronautics Commission, National Business Aircraft Assn., Aircraft Owners & Pilots Assn., Dept of the Army, National Assn. of State Aviation Officials, Airport Operators Council.

AMST Opposes KCOR-TV Petition Involving Mileage Degradation

The Assn. of Maximum Service Telecasters Inc. last week filed its opposition to ch. 41 KCOR-TV San Antonio's petition for rulemaking in tv allocations insofar as "it requests the institution . . . of proceedings to assign ch. 2 to San Antonio at degraded mileage separations."

KCOR-TV had requested that ch. 9, presently reserved for non-commercial use in San Antonio, be reallocated for part-time commercial operation, or that ch. 2 be allocated to the city for commercial use.

The allocation of ch. 2 to San Antonio would entail its deletion from Piedras Negras, Coahulia, Mexico (and the substitution of ch. 6 or 7 there), and a waiver of the minimum co-mileage separation requirement to get around the fact that ch. 2 at KCOR-TV's San Antonio site would be 37 miles less than the required 220 miles from ch. 2 KPRC-TV Houston, Tex.

In support of its partial opposition, AMST states that "the Commission has consistently refused to allocate television channels at substandard separations." Furthermore, "the ch. 4 WOAI-TV, ch. 5 KENS-TV [both San Antonio] case" which KCOR-TV cites in its behalf, involved channels already allocated to the city in full compliance with mileage separations. "No question was presented of amending the rules to make a new allocation in conflict with the spacing and directional antenna rules." AMST also points out that "allocation of ch. 2 to San Antonio at degraded separations would be a modification of the license of KPRC-TV."

FCC ASSIGNMENTS

The FCC last week announced the current assignments of Commissioners to various committees and boards. These are:

Telecommunications Coordinating Committee—John C. Doerfer (T. A. M. Craven, alternate); Telecommunications Planning Committee—T. A. M. Craven (Rosel H. Hyde, alternate); Air Coordinating Committee—Robert E. Lee (Frederick W. Ford, alternate); Radio Technical Commission for Marine Services—Robert T. Bartley; Telephone and Telegraph Committees—Rosel H. Hyde, Robert T. Bartley and Richard A. Mack (Frederick W. Ford, alternate); Radio Technical Commission for Aeronautics—Robert E. Lee (Robert T. Bartley, alternate); Telecommunications Advisory Board—Rosel H. Hyde (T. A. M. Craven, alternate); Defense Commissioner—Robert E. Lee (Robert T. Bartley, alternate); Liaison with Office of Defense Mobilization—T. A. M. Craven (Frederick W. Ford, alternate).

Six Fms Ask FCC to Postpone March 1 Deadline for Multiplex

Six fm outlets have requested FCC permission to extend the Commission's March deadline for requiring the multiplexing of special service fm broadcasting. Late last year [AT DEADLINE, Dec. 9, 1957] the FCC reaffirmed its view that fm stations must multiplex if they want to continue functional music operations (storecasting, background music, etc.), but recognized that some stations are having difficulty converting from simplex.

WBNY-FM Buffalo, N. Y., WMUZ (FM) Detroit, Mich., and KDFC (FM) San Francisco, Calif., all feel that present multiplexing equipment is inadequate. RCA currently is working on such equipment and expects to deliver it to fm stations later in the year. KDFC asked for a waiver of the multiplexing requirements for that station until Oct. 1. KING-FM Seattle, Wash., asked for a waiver until June 1. KUTE (FM) Glendale, Calif., which is attempting to develop its own multiplex equipment, asked for a waiver until Sept. 1.

Functional Music Inc., licensee of WFMF (FM) Chicago and functional music servicing organization for subscribers in the Chicago area, asked for a waiver of the multiplexing requirement, a rehearing and other relief.

WPEN-FM Philadelphia, in a letter to the Commission last week, supported Functional Music's petition, declaring that "the multiplexing requirement is unnecessary." WPEN-FM states, however, that should it become necessary the station is prepared to "convert our entire operation to multiplex."

Also, last week, FM Broadcasters Inc., which is engaged in storecasting operations in Seattle under the name of Market-Casters, asked the Commission to waive its rules providing that new subsidiary communications authorization operations will be allowed to multiplex only. FM Broadcasters have ordered multiplex equipment from Gates Radio and requests that it be authorized to operate on a simplex basis until Gates makes delivery later this year.

Senate Antitrust Asks $365,000

The Senate Judiciary Committee has approved a budget of $365,000 for its Antitrust & Monopoly Subcommittee for 1958, an increase of $90,000 over last year. The amount earmarked for antitrust, headed by Sen. Estes Kefauver (D-Tenn.), was the largest of a total of $1.2 million asked by the committee for its 10 subcommittees.

Before being submitted to the Senate for final action, the 1958 Judiciary monetary requests will be submitted to review by the Senate Rules Committee. Sen. James O. Eastland (D-Miss.) is chairman of the Judiciary Committee.

"Don't feel bad, Harry, before the mike went off you remembered 'Scotch' is the brand name for cellophane tape!"

PLEASE NOTE: While we welcome the mention of our product on the air, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

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Radio-Tv Involved In U.S.-Russia Swap

The U. S. and the U. S. S. R. wound up nearly three months of negotiations with official announcement last week of an agreement for cultural exchanges. How a radio-tv interchange—the original goal of the talks—would work out was uncertain at week's end.

The communique signed by U. S. Ambassador William S. B. Lacy and Russian Ambassador Georgi N. Zaroubin states that both governments will "provide for regular exchanges of radio and television programs" of several types, but political discussion programs will be subject to censoring and veto.

Also agreed to was an exchange of broadcast equipment and specialist delegations.

As of Thursday, the State Dept. did not know when steps would be taken to implement any of this, although arrangements were made almost immediately to administer at least one other section of the agreement, that devoted to motion pictures. Eric Johnston, head of the Motion Picture Assn. of America, was named two days after the agreement to start negotiating exchange of some 30 movies.

State Dept. officials hope to get the radio-tv exchange underway by spring. They have not yet appointed an administrator, however, and although they indicated they would contact broadcasters, no date was given. The government was in touch earlier with industry representatives to assure itself of their cooperation.

The exchange of specialists and equipment is to take place during 1958. Probably no more than eight broadcasters and manufacturers will be involved, one State Dept. official estimated.

Broadcast jamming in the U.S.S.R. was not touched upon in the agreement. A government spokesman said this is under continuing discussion.

In a statement appended to the exchange document signed by the two ambassadors, the State Dept. emphasized that the exchanges will "for the most part" be carried out by private persons and organizations. No U. S. funds were committed. The agreement did provide, however, in some instances for working out financial details. The motion picture section called for Sovexportfilm and U. S. movie representatives to meet last week to arrange film sale terms.

The radio-tv section of the communique specifies: "Both parties will provide for an exchange of radio and television broadcasts on the subjects of science, technology, industry, agriculture, education, public health and sports . . . transcribed classical, folk and contemporary musical productions . . . and filmed musical, literary, theatrical and similar television productions. . . ."

For motion pictures, the agreement states: "Recognizing the importance of developing mutual cooperation between the U.S.S.R. and the U.S.A. in the field of motion pictures both parties have agreed . . . to make provisions for the sale and purchase of motion pictures by the film industries of both countries on the principles of equality and on mutually acceptable financial terms. . . ."

Radio-tv programs on international political problems must be discussed in advance and may be rejected by either government, according to the agreement. A U. S. spokesman said after the official paper was released that the Soviet Union is willing to "move toward this delicate problem." It is "entirely possible" under the present framework, though, that the Soviet tv system might broadcast a filmed U. S. presidential press conference, according to one official.

The official agreement does not preclude private exchanges, it was stated.

Networks were noncommittal last week on the extent of participation in the exchange. John Daly, American Broadcasting Co. vice president in charge of news, special events, sports and public affairs, acknowledged:

"We have been in discussions with the State Dept. over the last several months." ABC will continue to explore problems of "the language barrier and the common denominators of commitment by a free-enterprise, multiple-network system in the U. S. and contrasted with the government-operated and controlled system in the U.S.S.R.," Mr. Daly said.

NIX ON NIKITA?

Could the State Dept. head off another appearance by Nikita Khrushchev on U. S. tv under the terms of last week's East-West exchange agreement?

One U. S. official believes it could. Technically, he said, the government couldn't prevent the broadcast, but it could argue persuasively with broadcasters that the communique is based on reciprocity between the two governments; hence no Khrushchev broadcasts in this country without an Eisenhower broadcast in the U.S.S.R.

Overtures in the now-completed negotiations were made last year around the time of CBS-TV's presentation of Mr. Khrushchev on *Face the Nation* [NETWORKS, July 8, 1957], but the timing was coincidental, a State Dept. spokesman said. The idea actually goes back to 1955 Summit talks in Geneva, he stated.

FCC Approves Five Am Outlets

The FCC last week granted the following new am stations:

• Elson Electronics Co., Lompoc, Calif., to operate on 960 kc with 500 w, day, with engineering conditions involved.

• Lee County Broadcasting Co., Pennington Gap, Va., to operate on 1570 kc with 1 kw, day; and Mountain View Broadcasting Co. to operate on 1590 kc with 5 kw, day, in Jonesboro, Tenn. These two grants came out of the same case (initial decision, Dec. 27, 1957) in which the application of Scott County Broadasting Co. for 1570 kc with 250 w, day, in Gate City, Va., was denied.

• OK Broadcasting Co., Mobile, Ala., to operate on 900 kc with 1 kw day (here the Commission directed preparation of a document looking toward the grant).

• Joseph F. Sheridan, Brookings, Ore., to operate on 910 kc with 500 w, day, with engineering conditions involved.

The FCC also made effective immediately, last week, a Dec. 23 initial decision, as modified by the Commission, and granted the application of Noble-De Kalb Broadcasting Co. to change facilities of WAWK Kendallville, Ind., from operation with directional antenna to nondirectional (1570 kc, 250 w, day); conditions are involved.

For other Commission actions of the past week see FOR THE RECORD, p. 97.

Supreme Court Hears Argument On Benny Tv 'Gas Light' Parody

The U. S. Supreme Court last week heard argument about a burlesque of the melodramatic movie, "Gas Light," in which radio-tv comedian Jack Benny starred.

At issue was whether a parody which uses "substantial" parts of the original source without permission of the copyright owner is an infringement of the copyright.

The case involved the 1952 television lampoon of the MGM chiller "Gas Light," which starred Ingrid Bergman, Charles Boyer and Joseph Cotten. The play was written in 1938 by British playwright Patrick Hamilton and was produced on the London and New York stages. In 1942, Loew's Inc. (parent company of MGM) secured motion picture rights. In 1945, with Loew's permission, Mr. Benny did a radio lampoon of the movie. In 1952, Mr. Benny starred in a tv burlesques of the movie, broadcast over the CBS Television network and sponsored by American Tobacco Co. Loew's sued and got an injunction when it learned that CBS intended to release the spoof on film to tv stations. The restraining order was upheld by a U. S. appeals court in December 1956, on the ground that the parody was not a "fair use" of the copyrighted material.

Parody will become a lost art if the lower courts' rulings are upheld, W. B. Carman of Los Angeles told the nine Supreme Court justices. Parody must be based on an original work, and should enjoy the same exemption from copyright infringement penalties as critical reviews, Mr. Carman said. This is the doctrine of "fair use," he pointed out. Mr. Carman represented CBS, American Tobacco Co. and Mr. Benny.

The copyright laws make no exemption for parodies, Herman F. Selvin, Los Angeles, argued in behalf of Loew's Inc. and Mr. Hamilton. He challenged Mr. Carman's definition of parody; most great satires are based on ideas, themes or style, not on particular works, he declared. Mr. Selvin said Loew's suffered damage because its opportunity to make a television adaptation of "Gas Light" has been diminished by the parody.

The justices' questions were limited to legal inquiries, although at one point Mr. Carman was asked by Justice John M. Harlan to document his allegation that the broadcasting industry has steered clear of parodies since the "Gas Light" case began. Mr. Carman replied that he knew this because he watches television and knows the industry. "A brave industry," murmured Justice Felix Frankfurter.

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Vice-President / Sales
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MANDALL KAPLAN

Mr. Kaplan came to the Kitchens of Sara Lee in 1954, after considerable experience in private industry and the government. Before World War II, he was director of research for Spiegel, Inc., and during the war he served as a regional economist for the Office of Price Administration. From 1946 until he joined the Sara Lee organization, he was a business consultant and adviser to various firms throughout the country.

As vice-president in charge of sales for the Chicago baked-goods firm, Mr. Kaplan has executive responsibility for the distribution—which became national in 1957—of such Sara Lee all-butter products as their coffee cake, pound cake and chocolate brownies, as well as the cream cheese cake and the chocolate cake lines.

Outside the field of marketing, Mr. Kaplan's interests include bridge playing and reading. He is a player of tournament caliber, having taken on many of the country's bridge experts.

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Every week, *4 paid-subscription copies of Ad Age* get priority readership by Sara Lee executives with an interest in marketing. Further, *77 paid-subscription copies* reach decision-makers at Cunningham & Walsh, Inc., the agency handling the baking-firm account.

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TOM CHAUNCEY (r), president-general manager of KOOL-AM-TV Phoenix and managing director, KOLD-AM-TV Tuscon, both Arizona, is greeted by Secretary of the Treasury Robert B. Anderson as he assumes chairmanship of a new broadcasters' advisory committee for U. S. Savings Bonds. Mr. Chauncey's committee of station executives from all over the country will assist the Treasury in developing voluntary support of the Savings Bond program. The Treasury, acknowledging support by stations and networks through NAB and the Advertising Council, says the industry long has been among the most active contributors to the bond program.

Publishers' Complaints on ASCAP To Be Aired in House Hearings

Hearings will be held this month by a House Small Business subcommittee on complaints that large music publishing houses are running ASCAP for their benefit, according to Rep. James Roosevelt (D-Calif.), chairman. He said small music composers and publishers have charged that a small clique comprising big publishing firms has gained control of the copyright society.

Rep. Roosevelt said there are indications that hundreds of small-business members of the music industry will be destroyed unless present or new legislation can be utilized to stop the alleged practices. Victor R. Hansen, assistant attorney general in charge of the antitrust division, will be invited to testify along with ASCAP officials and other groups. Information obtained will be turned over to the Dept. of Justice and House Judiciary Committee.

Left-Handed Tribute to Tv

Unseen subliminal perception messages on tv might make beer drinkers out of unsuspecting teen-agers, Rep. William A. Dawson (R-Utah) said last week. While networks have indicated they won't use this type of projection, he felt the FCC should advise stations not to use the subliminal method until it is thoroughly studied. If it works, he said, it should be strictly regulated, if permitted at all. "Heaven knows," he added, "the blandishments of visible advertising are hard enough to resist."

Subcommittee Approves Measure For Sports Antitrust Reforms

A bill (HR 10378) applying antitrust laws to commercial aspects of professional baseball, football, hockey and basketball was approved last week by the Antitrust Subcommittee of the House Judiciary Committee. Chairman Emanuel Celler (D-N. Y.) of the judiciary group said the bill contained exemptions reasonably necessary to preserve organized sports.

The bill was introduced after hearings during the last session of Congress, with leading sports and government figures testifying. The exemptions are described in the bill as those needed to equalize competitive playing strengths, protect rights to operate within specified geographic areas and preserve public confidence in the honesty of contests.

Chairman Celler said the bill provides a balance between antitrust aspects of the public interest and the public interest involved in assuring that the sports contests continue. Reasonable reserve clauses, player drafts and farm systems would be permitted. Under terms of the bill baseball no longer would enjoy greater antitrust privileges than other sports.

Earlier in the week Vice President Richard Nixon had expressed doubt on the NBC-TV *Today* program that restrictive legislation against baseball would result from the Celler group's investigation.

Ford Frick, commissioner of baseball, last week assured a group of minor league officials that he would continue to seek a solution to the problem of competition from telecasts of major league games. CBS-TV has added a schedule of Sunday major league games during the 1958 season.

3-Way Multiplex Called Success

A report on its three-channel multiplex operation since last summer was filed with the FCC Thursday by WGHF (FM) Brookfield, Conn. The stereophonic and multiplex operations are described as successful.

WGHF reports "no interference whatever with the main signal" when the station is broadcasting the additional multiplex signals. It has used two methods for stereo transmission. In one, the main channel carries its normal program and the stereo program is fed via the two multiplex channels. In the second method, one multiplex channel broadcasts a commercial background music program service while the stereo is fed via the main channel plus the second multiplex channel. WGHF is using a transmitter developed by Multiplex Services Corp. and receivers from the same firm.

WMFJ, WESH-TV Sales Upheld

The U. S. Court of Appeals upheld the FCC last week in the latter's dismissal of protests by Theodore Granik and William H. Cook against Commission approvals of the sales of WMFJ and WESH-TV Daytona Beach, Fla., by W. Wright Esch in 1955 and 1956. The Court held *per curiam* that Messrs. Granik and Cook no longer had standing to protest since the Florida Supreme Court held they did not have an option to buy the stations. The FCC dismissed their original protest on the ground Mr. Granik *(American Forum of the Air)* and Mr. Cook did not have standing since their claims were for private litigation. Last year the appeals court reversed the Commission. The FCC dismissed the protest again in 1957 when the Florida court denied the civil suit. It was from this dismissal that Messrs. Granik and Cook appealed. WMFJ was sold to Emil J. Arnold interests; WESH-TV to John H. Perry interests.

Commission Seeks Comments On WDAM-TV's Proposed Move

The FCC has invited comments by Feb. 7 to Lion Broadcasting Corp.'s proposal to shift its Hattiesburg, Miss., outlet, WDAM-TV (ch. 9), to Baton Rouge, La.

In another proposed channel shift, the FCC invited comments by Feb. 21 to a counterproposal of Martin Theatres of Georgia Inc. (WTVM [TV] ch. 28 Columbus) to add chs. 3 and 9 to Columbus and delete chs. 4 and 28 from that city, and substitute ch. 4 for ch. 9 in Dothan, Ala. This proposal in effect would put all Columbus, Ga., tv on the vhf band. The FCC had proposed making the city all-uhf.

The FCC ordered the following tv stations in this Columbus case to show cause why their permits should not be modified to specify the following: WRBL-TV on ch. 3 or ch. 9 in Columbus instead of ch. 4; WTVM (TV) on ch. 3 or 9 in Columbus instead of ch. 28, and WTVY (TV) on ch. 4 in Dothan instead of ch. 9.

Examiner Favors WMUR-TV Filings

FCC Hearing Examiner Jay A. Kyle last week issued an initial decision favoring the grant of the applications of The Radio Voice of New Hampshire Inc. for renewal of license and for license to cover the present operation of WMUR-TV (ch.9) Manchester, N. H. Television for New Hampshire Inc. had requested a cp for a new tv station to operate on ch. 9 in Manchester. In hearing, on Jan. 13, Television

SPREADING OUT

The U. S. received its first, officially blessed, three-city, three-state call letter when the FCC approved a request by ch. 32 WRLP (TV) Greenfield, Mass., that it be allowed to identify itself as Greenfield-Keene (N. H.)-Brattleboro (Vt.).

WRLP's main studio and transmitter is at Winchester, N. H., 15 miles equally from all three cities. The three communities are all in WRLP's Grade A service area. WRLP is operated as a satellite of ch. 22 WWLP (TV) Springfield, Mass. Comrs. Robert E. Lee and Frederick W. Ford dissented against the FCC action. In a similar order last week, the FCC approved the request of ch. 8 KNOE-TV Monroe, La., to identify itself as a Monroe-West Monroe station. Both Comrs. Lee and Ford again dissented.

of New Hampshire asked for dismissal of its application, stating that it had received no consideration for doing so.

Late last year, an arrangement was worked out by which Tv for New Hampshire Inc. was to buy WMUR-TV from former New Hampshire Gov. Francis P. Murphy. The price was said to be $720,000. The deal, however, fell through. Earlier last year, WMUR-TV was sold to Storer Broadcasting Co. for $850,000, conditioned on the move of the station closer to Boston. This transaction fell through when it became impossible to find a site near Boston which would receive Airspace Panel approval.

FCC Delays KONG Dismissal To Look Into KRDU Agreement

A California station which asked the FCC to dismiss its application for a change in power and frequency, found itself still in hearing last week against its wishes. Chief Hearing Examiner James D. Cunningham denied the motion of KONG Visalia, Calif., for dismissal of its application without prejudice, in order to allow the Broadcast Bureau to get facts concerning a deal whereby one of KONG's two competing applicants, KRDU Dinuba, Calif., was prepared to pay the Visalia station a total of $4,609 if KONK withdrew and KRDU got its grant.

Both KONG and KRDU had applied to change to 1130 kc with 1 kw in Visalia and Dinuba, respectively. At the same time, Enterprise Broadcasting Co. entered a mutually exclusive application for a new am on 1150 kc with 1 kw, day, at Fresno, Calif.

KRDU had offered KONG $2,000, if and when the latter's application was dismissed, and an additional $2,609 if KRDU should subsequently get its grant. It also was disclosed that Harry E. Layman, president of KONG, would have been engaged by KRDU as its local sales representative in Visalia, for four years following KRDU's commencement of broadcasting on its new frequency, at 30% commission on all sales made in his area.

Two Protest KVIT (TV) Move

Protests have been filed with the FCC against the Commission's approval to ch. 2 KVIT(TV) Santa Fe, N. M., to move its transmitter site nearer Albuquerque. Filing protests were KGGM-AM-TV and KOAT-TV, both Albuquerque.

The grant to KVIT was made late last year by a split, 4-3 vote. The move is from its existing transmitter site to one 43 miles southwest of Santa Fe and 14 miles northeast of Albuquerque. Also involved is an increase in power from 324 w to 28.2 kw. KVIT, not yet on the air, is owned by Video Independent Theatres Inc., which has a minority interest in KWTV(TV) Oklahoma City and is also the operator of the Telemovies system in Bartlesville, Okla.

WHEE Asks Hearing on Am Bid

WHEE Martinsville, Va., petitioned the FCC last week to designate for hearing the application of S. L. Goodman for a new am station in Bassett, Va. Mr. Goodman has applied for a 900 kc, 500 w cp in Bassett, seven miles northwest of Martinsville.

WHEE, which claims the Bassett station would have an "adverse economic effect" upon it, questions Mr. Goodman's "good faith" and "basic character qualifications to be a licensee." Mr. Goodman is president and 85% owner of WILA Danville, president and 51% owner of WYSR Franklin and president and 60% owner of WYTI Rocky Mount, all Virginia.

FTC Submits Survey of Doctors To End Case Against Rolaids

The government last week wound up its case against American Chicle Co.'s television commercials for Rolaids with presentation of a general-practitioner survey. Of 496 queried, 443 doctors said they do not recommend Rolaids, 28 said they do and 25 didn't reply to the mail questionnaire.

It was the second survey the Federal Trade Commission has run in its attempt to prove that American Chicle falsely claims the medical profession generally recommends its product. Hearings were suspended last fall [GOVERNMENT, Oct. 14, 1957] after the respondent challenged methods used in taking the first survey and the government decided to do another.

FDA Sets Up Information Unit

The U. S. Food & Drug Administration has reorganized information services for the public and regulated industries into a division of public information under Wallace F. Janssen, formerly assistant to the commissioner, now director of the new division. On his staff are James L. Trawick, deputy director, formerly an FDA program planner, and Vivian Boardman, who continues as chief of the editorial branch.

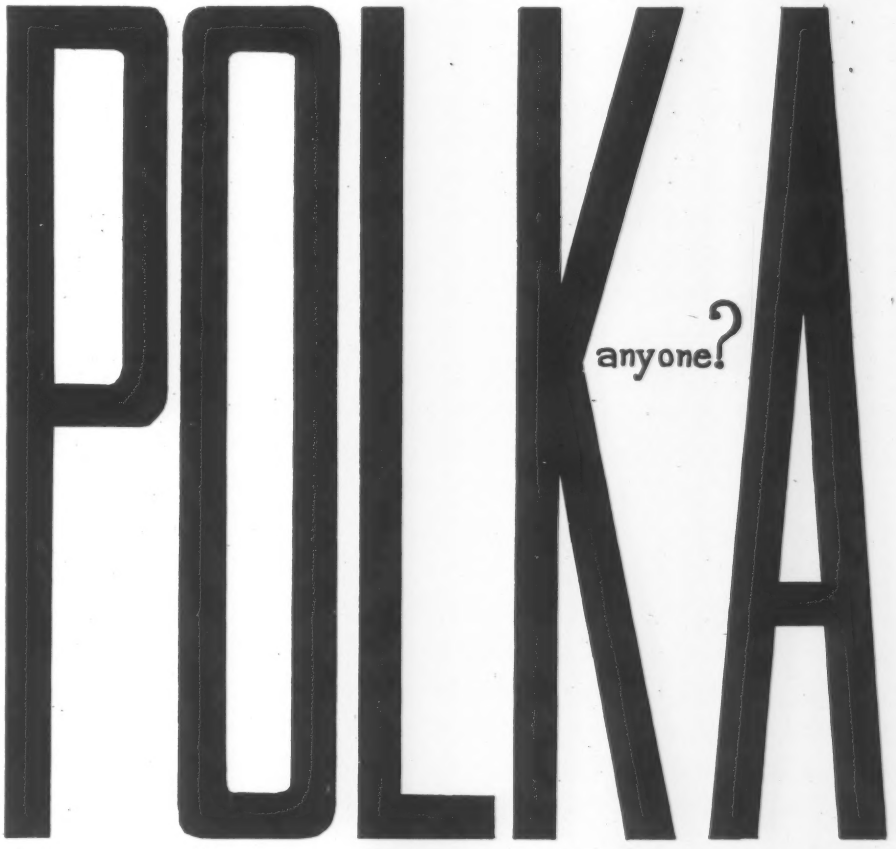
Central Minnesota Tv Asks Ch. 12 Move to Walker, Minn.

The Central Minnesota Tv Co., which is building a new station on ch. 7 in Alexandria, Minn., has petitioned the FCC to move ch. 12 from Brainerd, Minn., to Walker, which has no tv allocation.

Central Minnesota has on file with the Commission an application for ch. 13 in Bemidji, Minn., which channel has been replaced with ch. 9 by the FCC. If ch. 12 is moved to Walker, Central Minnesota intends to amend this application to request ch. 12.

The Commission directed preparation of a document to deny the petition of WATR-TV ch. 53 Waterbury, Conn., to shift 53 to Hartford for educational use and to shift Hartford's educational allocation, ch. 24, to Waterbury for commercial use.

The FCC has granted petitions by KFRE-TV (ch. 12) Fresno, and KBET-TV (ch. 10) Sacramento, both Calif., to add chs. 17 and 39 to Bakersfield, effective Feb. 7.



for details about music, catalogs and listings of trend-setting polkas, or for the Polka Section of the SESAC Transcribed Library... write SESAC, 10 Columbus Circle, New York 19, N.Y.

SIX Washington, D. C., universities saluted WRC-AM-FM-TV for educational series, *Twenty-fifth Semester* (tv) and *Deadline 1970* (radio), at a luncheon Wednesday with the Rev. Daniel E. Power, S. J., of Georgetown U., presiding. Other universities participating were Catholic U., George Washington U., Howard U., American U. and U. of Maryland. Scrolls were presented to stations and to staff personnel. Left to right: Carleton D. Smith, the stations' vice president-general manager; Theodore Jones, director; Mrs. Patty Cavin, producer-narrator; Fr. Power; Burton Bridgens, public service director, and Stuart Finley, producer-narrator.

29 Tv Producers, Directors, Writers Get Christopher Awards

Christopher Awards to 29 tv producers, directors and writers for the six months ended Dec. 31, 1957, have been announced by the Rev. James Keller, founder of the Christophers. Named to receive the awards are:

Producer Jerry Stagg, director Robert Z. Sinclair and writer David Evans for the Oct. 1 *Telephone Time* program on ABC-TV titled "The Gadfly"; producer-writer Bill Morrow, director Seymour Berns and musical director Toots Camarata for the Oct. 13 *Edsel Show* on CBS-TV; producer David Susskind, director Daniel Petrie and writer Leslie Slote for "The Prince and the Pauper" on CBS-TV Oct. 28; Executive Producer Walt Disney, producer-director Larry Lansburgh, director Robert Stevenson and writers Janet Lansburgh, Bill Walsh, James Algar and Lee Chaney for the Nov. 20 program of *Disneyland* over ABC-TV.

Producer-writer Henry Salomon, director Donald Hyatt, writer Richard Hanser and editor Sylvio D'Alisera for "The Innocent Years," the Nov. 21 telecast of *Project 20* on NBC-TV; producer-director-writer Al Wasserman for "Brainwashing," a production of *Twentieth Century* on CBS-TV in November; producer Samuel Chotzinoff, director Kirk Browing, music-art director Peter Herman Adler and composer Francis Poulenc for the *NBC Opera* performance of "Dialogues of the Carmelites" Dec. 3; producer Tom McNight, director Jean Yarbrough and writers Dick Conway and Roland MacLane for *Life of Riley* telecast on NBC-TV Dec. 20.

29 Media Executives Honored By United Fund-Community Chest

United Fund-Community Chest national awards for 1957, a total of 29 special citations presented to persons or organizations for "outstanding volunteer service in the fields of television, radio and advertising," were announced last week by United Community Funds and Councils of America. Citations went to:

Milton A. Gordon, Television Programs of America; Henry Schachte, Lever Bros.; Leonard Goldenson, American Broadcasting-Paramount Theatres; Burroughs Prince, NBC *Monitor;* Dave Garroway, NBC; Arlene Francis, NBC; Hal March, CBS-TV; Jack Barry, Barry & Enright Productions; Johnny Carson, ABC; Steve Allen, NBC; Ed Sullivan, CBS; Donald Cady, Nestle Co.; Donald F. Conaway, American Federation of Television & Radio Artists; Donald Frost, Bristol-Myers Co.; James C. Petrillo, American Federation of Musicians.

Craig Smith, Gillette Co.; Albert R. Stevens, American Tobacco Co.; Lewis H. Titterton, Compton Adv.; James Bealle, Kenyon & Eckhardt; Philip H. Cohen, Sullivan, Stauffer, Colwell & Bayles; Advertising Council (accepted by T. S. Repplier); Ziv Television Programs (accepted by Robert W. Friedheim); Screen Actors Guild (accepted by Harold Hoffman); Charles Monrow, CBS; Jack Cowden, CBS; Bertram J. Hauser, Mutual; Matthew J. Culligan, NBC; Davidson Taylor, NBC; Alfred Beckman, ABC, and Herb West, BBDO.

AWARD SHORTS

Joseph L. Brechner, multiple station owner, cited by United States Information Agency for his work in 1957 in assisting Afghanistan radio broadcasting service. Commendation read: "Your visit resulted in significant improvements in the broadcasting operations" of Afghanistan. Mr. Brechner has interests in WERC Erie, Pa.; WLOF-AM-TV Orlando, Fla., and WGKV Charleston, W. Va.

Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, to receive second annual community service citation from Public Relations Society of America (Chicago Chapter) at luncheon in Sheraton-Blackstone Hotel Jan. 21. He is being honored for "outstanding volunteer public relations work."

Norman Knight, president, Yankee Div. of RKO Teleradio Pictures, cited by Temple Kehillath, Brookline, Mass., for his "outstanding contribution to brotherhood in Boston and New England."

Perry L. Brand, vice president of Campbell-Mithun Inc., Chicago, named by local Junior Assn. of Commerce and Industry as one of city's four outstanding young men in 1957. He was cited for contributions to youth projects and to advertising business and aviation.

Jean Daugherty, assistant program director, WHEN-TV Syracuse, N. Y., named one of city's "10 Women of Achievement" for 1957 for her "outstanding service in field of communications."

Joe Boland, sports director of WSBT-AM-TV South Bend, Ind., to receive "Sportscaster of the Year" award from Rockne Club of Kansas City at testimonial dinner March 3. Award is based on poll by sportscasters and writers, radio-tv announcers, officials and other newsmen.

Canadians Don't Get Message During CBC-TV Tests of SP

Canadians had a full half-hour test of subliminal projection on a national tv network of 27 stations Jan. 19 on the CBC's sustaining program *Close-Up*. In the half-hour a two-word message "Telephone Now," was flashed 352 times, while James M. Vicary, president, and Richard Forrest, vice president of Subliminal Projection Co. Inc., New York, were interviewed by a panel of Canadians: Al Savage, radio-tv department of Cockfield, Brown & Co., Toronto advertising agency; Pierre Berton, Toronto, magazine editor; Pat Pearce, *Montreal Star* radio-tv columnist, and Dr. C. Williams, of the psychology department of the U. of Toronto.

While the two New Yorkers were interviewed the message was telecast every five seconds, alternately for one-fifth of a second and one-half of a second. The audience had been alerted to the test at the beginning of the program and the week before. The results were announced on the same program the following Sunday evening. The interview dealt with Vicary's claims for subliminal projection and other topics. Considerable mention during the interview was made of soft beverages and drinking.

Telephone lines at CBC Toronto program headquarters, where the program originated, were busy the following two days with information requests about subliminal projection and reports from viewers that they thought the message flashed on their screens had something to do with drinking. Meanwhile, mail rolled into the Toronto program headquarters from various parts of Canada. When *Close-Up* went on the air on Jan. 26, CBC officials reported that of 360 pieces of mail received and numerous telephone calls, not one viewer had reported the correct message or come anywhere near it. "Telephone Now" was not seen by the Canadian audience, most of which had no other program to tune in during that Sunday evening.

Poll Taken on Contest Programs

Independent Canadian radio and tv stations are taking a public opinion poll of listener and viewer attitudes toward contest programs to provide information to be presented at the Feb. 14 hearings of the CBC board of governors at Ottawa. The CBC board proposes to enact regulations at this meeting prohibiting most types of contest programs, unless they are a test of skill and contestants are present in the studio. Stations are soliciting retailers and business organizations regarding such a regulation prohibiting legitimate broadcast contests. Announcements also are being made at the beginning and end of such contest programs asking listeners and viewers to write the station, the CBC or their member of parliament, or all three, regarding their views on such contest programs and a regulation prohibiting such programs.

CBC to Make New Appeal in Case

CBC, which lost its appeal for exemption from charges under the Lord's Day Act in the Ontario Appeal Court early in January, plans to make a further appeal to a higher court, Revenue Minister George C. Nowlan stated in the Canadian Parliament on Jan. 14. He said CBC officials had been "advised to appeal to a higher court so that the very important matters involved in this case may be clarified, if not entirely settled."

CBC, along with CKEY Toronto, and three Toronto daily newspapers, was charged last March 17 with violation of the Lord's Day Act in gathering and disseminating news and advertising on Sundays. As a result of the further appeal by CBC the case has been deferred in Toronto courts to Feb. 19.

34 Tv Outlets to Pay $165,000

A total of 34 independent Canadian television stations will pay $165,000 in copyright fees this year to the Composers, Authors and Publishers Assn. of Canada (CAPAC), following approval of the tariff by the Canadian Copyright Appeal Board at Ottawa Jan. 21. Last year Canadian tv stations paid CAPAC $141,000.

The board ruled that a study be made by W. W. Buchanan, a board member, into the amount of music used by Canadian independent tv stations before the 1959 fees are established. The study is being made at the request of CAPAC and the Canadian Assn. of Radio & Tv Broadcasters. The study will be used for determining a new method of assessing copyright fees.

The board reserved decision on CAPAC's request for a boost in tariff on independent radio stations from 1¾% to 2% of gross revenue.

Venezuelan Education to Be Aim Of BFA-Aided Study of Radio-Tv

The ways in which television and radio may be able to solve educational problems in Venezuela will be probed in a study to be undertaken by a committee of educators from that country with technical assistance from the Broadcasting Foundation of America, New York. John R. Winnie, associate professor at the U. of Iowa Television Center, will take a leave of absence from that post to become executive secretary of the committee in Caracas starting Feb. 1.

The announcement of the study was made in New York by Robert Redfield, board chairman of BFA. The research will be financed by a $30,000 grant from the Creole Foundation to BFA. The Creole Foundation was established by Creole Petroleum Corp., a U. S. firm which claims to be the largest producer in Venezuela. BFA was formed to facilitate international exchange of cultural broadcast programs and has been aided by a grant from the Rockefeller Foundation among other sources.

Dr. Horacio Cardenas B., dean of faculty of humanities and education, Central U., Caracas, will be chairman of the study committee. He said the study "can make a significant contribution to raising educational levels." The country has four television stations, one of them government-owned.

Your DOLLARS buy more when YOU buy KJEO-TV. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

NEW YORK WHOOPS IT UP

Pacific Northwest station group's treasure hunt

The "Crown Stations" (KING-AM-TV Seattle, KGW-AM-TV Portland and KREM-AM-TV Spokane) turned Manhattan into Treasure Island Jan. 23 [ADVERTISERS & AGENCIES, Jan. 27].

After a cocktail party topping off four days of presentations in New York, Al Hunter (l), commercial manager of KING-TV, sounded a gong that started 300 agency people scurrying around mid-Manhattan in a treasure hunt that rewarded the hunters with "royal" loot. Prizes ranged from an $1,800 Ampex stereophonic tape recorder to boxes of pears and apples for everybody.

Treasure-seekers covered a lot of ground in tracking down the object of the search—five crowns hidden in lockers in Grand Central Station. They got clues from varied sources: an athlete wearing a track suit in Penn Station, a man walking a basset hound on Madison Ave., a man standing at 54th and Madison eating popcorn.

Adding a fillip to the awarding of prizes was the presence of two northwest beauty queens, Alice Eastman and Sandra Teslow.

The "strictly-for-fun" evening was apparently just that; one agency executive noted, "This is a sales promotion that has originality, enthusiasm, vitality and sincerity to a degree I never before have seen."

The enthusiasm with which the hunters took off after the clues was obvious (at

A PHONE CALL had the answer to one stage of the hunt; the number to call was on the marquee of the Little Theatre on 44th St. off Broadway. Taking a breather after completing this stage of the game (below, l to r): Lou Dorkin, D-F-S; Helen Kowalsky, B&B; Beverly Turner, JWT, and Larry Berumen, Morse Intl.

RACING OUT from the Waldorf, treasure hunt participants swarmed into a fleet of 60 waiting cabs that carried them on their search for the hidden crowns. The 300 agency people who took part in the chase were divided into teams of five; each team was given $5 to cover cab fares. With a royal collection of prizes awaiting the winners, speed was of the essence, and teams scurried frantically to get into cabs and away.

ONE of the Crown clues was spotted in the personal columns of the *Seattle Post-Intelligencer;* a newstand in Times Square sells out-of-town newspapers. Making their Times Square stop, one of the teams scan the paper jointly (l to r): Frank Gromer, FC&B; Roger Hutzenlaub, Y&R; Dave Eaton, B&B; Edward Richardson, Geyer Adv., and Richard Vorse, JWT.

IN FRONT of Delmonico's, Dick McCooey, B&B, gets a "hot tip" from "Diamond Jim Brady" on the next move to make.

FOR 'CROWN'

dazzles Madison Ave.

right) at the start of the evening, as the treasure-seekers swarmed out of the Waldorf to get a running start in their search.

The "Crown Stations" continued their road show last week, bringing the presentation and treasure hunt to Chicago. Between 175 and 200 Chicago buyers and other agency people attended luncheon presentations by the stations in the Kungsholm restaurant through Thursday, took part in the treasure hunt in the city's Loop that evening.

Grand prize, again an Ampex stereophonic tape recorder, was won by William Stenson, timebuyer at Campbell-Mithun.

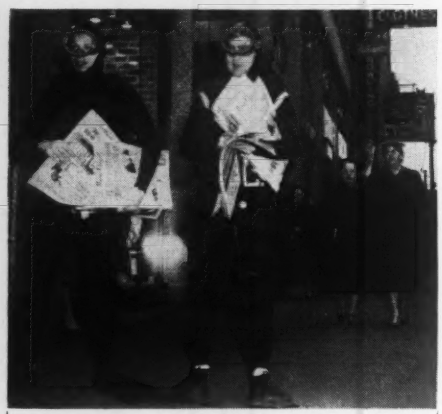
The "Crown" properties will stage their next presentation-and-hunt in San Francisco.

EVENINGS are usually pretty quiet for a street cleaner working around Gen. Sherman's statue at 59th and Madison. But the night of the treasure hunt, said street cleaner was the man with the clue. Pumping him for information are (l to r) Bill Birbeck, Compton; Jim Dusey, C&W; Eileen Greer, Ted Bates; John Flanagan, M-E, and Nina Flynn, F&S&R.

LAST STOP before the return to home base: the locker room in Grand Central Station. Five crowns were hidden in various lockers; winning teams were those which first returned "crowned" to the Waldorf. At one of the gleeful coronations (l to r): Marvin Antonowski, K&E; Polly Allen, JWT; an unidentified onlooker; Cathy Ligammari, FC&B; Bill Stantoni, D-F-S, and Donn Dolan, DR&J.

D-F-S' Walter Teitz admires his Ampex tape recorder, first prize in the contest.

K&E's Sid Silleck, winner of week's trip to Pacific Northwest is fed a Northwest apple by queens Alice Eastman (l) and Sandra Teslow.



FROGMEN helped KDKA-TV Pittsburgh launch its *Sea Hunt* series by handing out promotional material to downtown shoppers.

WLOF Sponsors List Worth $600

For listing the names of 16 advertisers on WLOF Orlando in the order aired, a Florida housewife won $600. An average of 3,000 entries per week was received during the three-week contest, all of which were eligible for daily merchandise awards as well as the aforementioned grand prize. WLOF reports the promotion was one of the most successful in its 17 year history.

Classics Draw WSAI-FM Sponsors

A request from WSAI-FM Cincinnati—asking listeners interested in its resumption of a regular classical music schedule to write in and tell the station—drew 1,200 replies within a week. The announcement was given during *Milton Cross Presents*, a three-hour classical musical program WSAI-FM presented as a special feature. Encouraged by listener approval, the station has lined-up three sponsors for a Mon.-Fri., 26-week series.

KMOX Airs 'Strictly Editorial'

Editorials from daily and weekly newspapers in KMOX St. Louis' area are aired in *Strictly Editorial* (Sat. 8:45 a.m.). The outstanding editorial broadcast in 1958 will win the editor who submitted it a plaque and $100 bond. Entries will be judged by the Missouri and Illinois Press Assns.

Working Wives Still Tune In—RAB

Nine of every ten working housewives spend nearly two hours daily listening to radio even though employe tasks and household chores leave such women relatively little time to spend with various advertising media, according to a new Radio Advertising Bureau folder currently available to member stations and networks as well as advertisers and agencies. According to Sherril Taylor, RAB vice president, the theme for the sales folder was developed from a recent *Wall Street Journal* news item pointing out that, according to federal government surveys, "working wives have increased in number at the rate of one million annually over the past five years and now stand at 13 million."

WLIB Salutes Negro Artists

For the fifth consecutive year WLIB New York, began its annual Festival of Negro Music and Drama last Thursday on the anniversary of Franklin D. Roosevelt's birthday. The festival, to run through February 12, includes 140 special programs "saluting the artistic achievements and contributions" made by American Negro artists and performers.

Among the special festival broadcasts will be a classical concert from Carnegie Recital Hall (Feb. 8, 3-5 p.m.); Rock 'n' Roll Jam Session (Feb. 12, noon-2 p.m.); daily disc jockey programs featuring prominent Negro performers as disc-spinners, and recordings of choral music made especially for WLIB by the glee clubs of all the American Negro colleges.

WBC Airs Rockefeller Report

A report of the special studies project of the Rockefeller Brothers Fund, entitled "International Security—The Military Aspect," was presented in a special version for radio on Westinghouse Broadcasting Co. stations. The report was aired in a series of 15-minute programs in *Program PM*, from Jan. 22-27. WBC will make its nightly presentations available to educational stations, to commercial radio stations which were represented at last year's WBC- sponsored Boston conference on local public service programming and to other interested broadcasters and organizations.

DOUBLE VIEW

How Storer Broadcasting Co.'s new acquisition, WVUE (TV) Wilmington, Del., will compete with three network-affiliated stations already in the Philadelphia area was shown at a dinner the company gave for over 300 advertisers and agency men at the local Sheraton Hotel. The station announced that 1958 Fords and other prizes are being given away in two competitions: one open to viewers and one for advertisers and their agencies. WVUE called viewers' attention to the promotional shower of 100,000 plastic "sputniks" printed with announcements, over the area from a plane. Both contests involve the identification of local views shown on WVUE during the next five weeks, and completion of the sentences "I like to VUE channel 12 because . . ." and (for the trade) "I think WVUE is a good buy . . ." A film titled "What's ahead for you on WVUE," also was shown at the dinner for the benefit of the station's new and potential advertisers.

DISCUSSING *WVUE's future plans at a dinner the station gave for advertiser and agency executives are (l to r) Irving Solomon of Al Paul Lefton Co., Philadelphia; J. Robert Kerns, WVUE's vice president-general manager, and Alan Tripp of Bauer & Tripp, Philadelphia.*

'Snow-Job' Wins $100 From WHB

"Old-Fashioned Snowman" contests were run by WHB Kansas City, Mo., after a blizzard covered the city with 15 inches of snow. A prize of $100 went to the person who built the biggest snowman with the station's call letters written across its front. Another $100 was awarded the builder of the snowman showing the most originality.

WRCA-TV Calls Odds to Admen

WRCA-TV New York, sent a shaker containing five dice to 100 key timebuyers in New York last week with a notation: "Why Gamble?" Each of the five dice in the container is imprinted with one of the five different packages an advertiser can buy for $2,500 per week on WRCA-TV.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

THE U. S. AIR FORCE and the defense of Japan is the subject of a KXLY-TV Spokane-produced documentary. Titled *Thunder From the East*, the 30-minute film was made by the station's staffers in cooperation with the USAF in Japan and will be available for tv stations without charge. Producer of the documentary, Richard E. Jones (l), KXLY-TV's vice president-general manager, is pictured presenting a copy to Col. Maurice F. Casey, deputy director of Information Services, USAF.

1957 Revisited by WTVJ (TV)

A summation of last year's activities has been compiled and distributed by WTVJ (TV) Miami in its "Report 1957." Stories behind the community services, remotes, technical achievements, news reporting and the thousands of hours' entertainment on the station are told, with dozens of pictures, in the 20-page brochure. WTVJ reports 1,500 agency, business and government leaders have received copies.

Disc Jockey Makes Fire, Fined

A WMAK Nashville d.j. who thinks "more music grandma likes is needed," was fined $25 by a local magistrate for disorderly conduct after burning 600 Elvis Presley records outside Nashville's Parthenon monument. Disc jockey Leslie Scott said he chose a site near the shrine for making his dislikes known "because of the symbolism of contrasts."

St. Valentine's Contest on KING

A "Musical Valentine" contest is underway on KING Seattle to find a slogan for its "filtered music" programming. On Valentine's Day, the listener who has correctly identified a love-song medley and submitted the slogan selected by the station, will receive various gifts from local merchants as well as dinner at an exclusive Seattle restaurant and a visit to a show, courtesy of KING.

Talent Given Boost by WFIL-TV

Practical advice is given young performers on WFIL-TV Philadelphia's new teenage talent show sponsored by a local bakery. A booking agent will be in the studios during each *Tastykake Junior Show Business* (Sat., 7-7:30 p.m. EST) and three people, experienced in theatricals and tv, will appraise the youngsters' performances and offer advice on a possible future in show business.

Telechievers Series on WBKB (TV)

The annual series produced by Telechievers Inc., Junior Achievement Co. of WBKB (TV) Chicago, starts Saturday on that station under the working title, *The Magic Toyshop*. The 13-week series has a children's variety-show format featuring the talents of 20 specially-selected teenagers as in past programs. WBKB's Telechievers Inc. has been named one of the best Junior Achievement companies in the country for the past three years and twice was awarded "top achievement" honors in the Junior Achievement broadcasting-telecasting category. The new WBKB series is directed by Herb Cunniff, with Ron Gunther, Bill Beauchamp and Dave Cole of the WBKB staff as advisors.

British Serials on WFMT (FM)

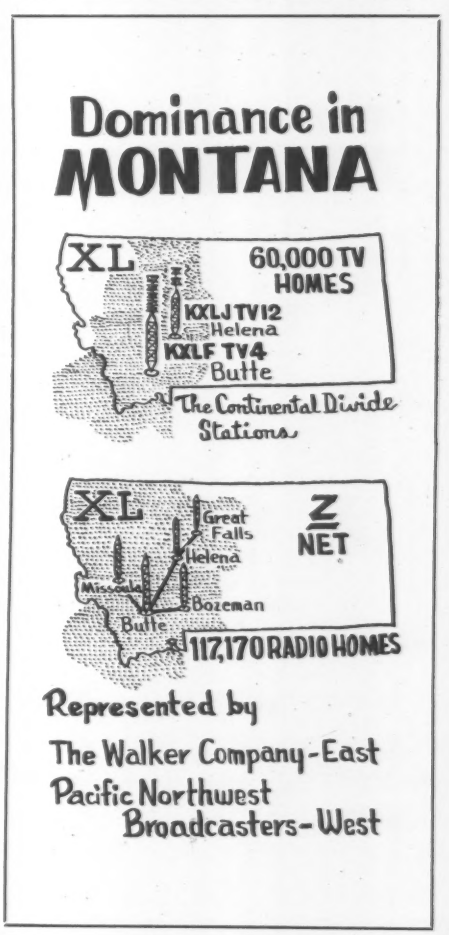
WFMT (FM) Chicago has its own answer to radio's venerable "soap opera" in a serialization of great literary classics produced by the British Broadcasting Corp. Starting today (Monday) the station is presenting two "Waverly" novels by Sir Walter Scott, each in eight instalments, throughout February. After *The Fortunes of Night* and *Redgauntlet* run their course, WFMT will offer other BBC "daytime serials" daily at 2 p.m. during March and April.

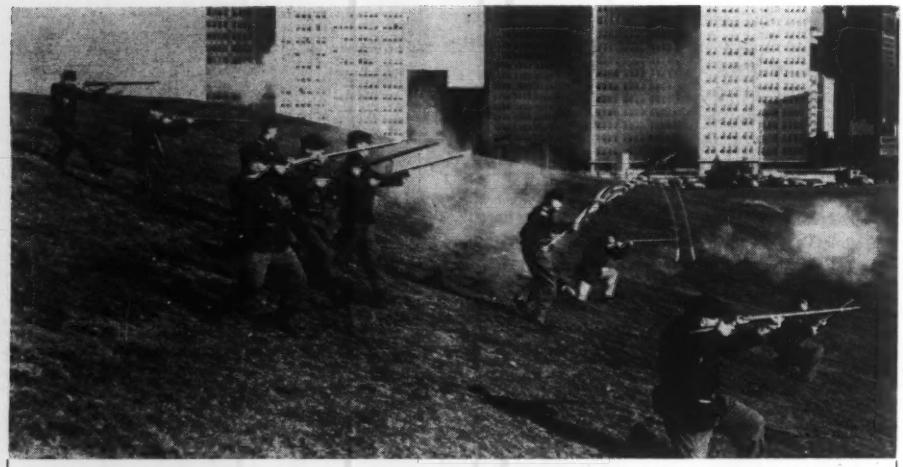
Admen vs. WABC-TV on Skates

A "Roller Derby Party" will be staged Feb. 13 by WABC-TV New York, for advertising agency people at the 9th Regiment Armory in New York at which guests will see a Roller Derby match between two professional teams as well as two teams composed of agency guests and station personnel. Teams will be called "WABC-TV Big Wheels" and the "Ad Agency Sputniks."

Live Fights From Cuba on ABC-TV

ABC-TV reported last week it will telecast "the first sporting event to originate overseas and presented live in U. S." Feb. 26 when the network's *Wednesday Night Fights* originates at Havana, Cuba. The means to be used is the over-the-horizon scatter system between Florida and Cuba employed by NBC-TV in presenting its first live program, *The Steve Allen Show*, from Cuba a few weeks ago.





CONFEDERATE attackers gave Union volunteers (above) a tough time during a promotion organized for WIIC (TV) Pittsburgh's *Gray Ghost* (Thur., 10:30 p.m. EST). The Fidelity Trust Co. staged the battle, publicizing its sponsorship of the series, in a local park.

Mysteries of Space on KOVR (TV)

Orbit 13, a series of six live educational telecasts dealing with outer-space is underway on KOVR (TV) Stockton, Calif. With the aid of working models, Charles A. Koepke, general science teacher, John Marshall Junior High School (Stockton) and member of the Rocket Research Institute, explains theories of interplanetary space travel. Yesterday's (Sunday) program concerned life on other planets and rocketry's proposals to explore them. Part of the program showed how Stockton's educational facilities are preparing youth to "meet the challenges of tomorrow's world. . . ."

NBC-TV's 'Comment' Debuts

NBC news correspondents from around the world as well as newspapermen from all over the country were to participate in NBC-TV's new panel program *Comment* (Fri., approximately 10:45-11 p.m.), scheduled to premiere last Friday. The program is broadcast directly after the Friday night telecasts of the fights; therefore, the starting time will vary each week. Domestic correspondents will appear live from Washington while NBC foreign staff members will be seen on film. Each panel, to discuss current news issues, consists of three or four members and will change weekly.

Cows Prefer It Dreamy—KMOX

An experiment reportedly showing cows prefer quiet music to rock 'n' roll grew out of an argument between KMOX St. Louis' farm director Ted Mangner and disc jockey Jim Butler. To resolve the issue, two dairy farmers were given phonographs and a supply of records. One farmer received loud jazz-type discs, the other had dreamy popular ballads and string orchestras. After a month of playing the different kinds of music to the cows during milking time, the farmer who played the quiet music found a substantial increase in milk production over the one subjecting his cows to rock 'n' roll.

WSLS-TV Wins $250 for 'Ranger'

American Bakeries Co., Atlanta, has decided WSLS-TV Roanoke, Va., has the best advertising campaign for 1958 on *The Lone Ranger*. The bakers of Merita products sponsor *Ranger* on 21 outlets and ran a contest to find which was doing most, promotion-wise, for the series. The plans WSLS-TV submitted and which won it the $250 prize were much the same as last years' promotional activities. Nothing was prepared especially for the contest.

'Police Report' Daily for KPAL

Burglaries, road conditions and general happenings in the KPAL Palm Springs, Calif., area get up-to-the-minute bulletining via the station's three-times-daily *Police Report* (8 a.m., noon and 5 p.m.). KPAL's general manager Al Yallen instituted this public service by arranging beeper phone reports from the Palm Springs police officers.

Israeli Editorializing on WNYC

New York-owned WNYC last week began broadcasting a weekly program presenting the opinions of editors of publications in Israel on national and international subjects. The program, carried on Wednesday, 5:50-6 p.m., is broadcast by WNYC in cooperation with the Israel Broadcasting System.

Science-News Program on MBS

Earl Ubell, science editor for *New York Herald Tribune*, hosts Mutual's new science-news program (Sun. 6:05-6:30 p.m. EST), which began Jan. 26. Mr. Ubell reports the week's major scientific developments, presenting an outline of what can be expected to develop in the week ahead and interviews a prominent science personality each week.

A NEW LEADER IN SACRAMENTO!

KXOA

1st PLACE, PULSE
Oct. 14-18, 1957
(KXOA placed 1st in more quarter-hours 6:00 a.m. to midnight than any other station.)

SERVING A GREAT INLAND EMPIRE

NATION'S 45th in Retail Sales
51st in Population
22nd in Sales per hsld.
SRLD

KXOA

Natl. Rep. — McGavren-Quinn
V.P.-Mgr. — Howard Haman

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION
WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Robert E. Britton, assistant director of market research, General Mills, Minneapolis, to MacManus, John & Adams, Bloomfield Hills, Mich., as vice president of marketing research. He will work closely with **Henry Halpern,** vice president of media-research at MJ&A's New York office and radio-tv research director on all accounts.

L. James Schneider, account executive, Brooke, Smith, French & Dorrance, Detroit, promoted to vice president.

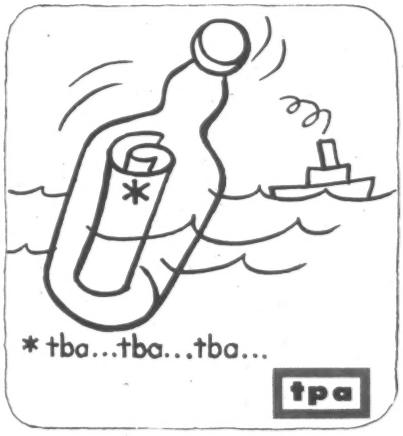
Herb Howard, formerly ► program director of WLS Chicago, to Richard Crabb Assoc., Chicago agency specializing in agricultural accounts, as vice president and creative director.

Dr. Franklin E. Lowrance, research-engineering vice president of Westinghouse Air Brake Co., named vice president in charge of engineering for Crosley division of Avco Mfg. Corp., and **Clarence G. Felix** named vice president in charge of marketing for Crosley.

◄ **Richard Lockman,** vice president and Revlon Inc. account supervisor, Emil Mogul Co., N. Y., named general manager of agency. Before joining Mogul, he was associated with Bourjois Inc. and Barbara Gould Inc. (Chanel Inc. affiliates), first as advertising-merchandising-promotion director, later as vice president.

Walter J. Kerwin, cre- ► ative director, Lewis Edwin Ryan, Washington, to Ketchum, MacLeod & Grove, that city, as account supervisor in that branch office.

◄ **James W. Steele,** formerly with Lewis Edwin Ryan, joins KM&G as senior art director in Washington office.



Irving Holczer has been named to newly created post of sales promotion manager at Bulova Watch Co.; **Robert Kuhn,** advertising production supervisor; **Alvin Appel,** assistant advertising production supervisor; **Allen O. Smith,** art services supervisor, and **Donald Mirabel,** distribution supervisor. All have been with Bulova several years.

O. Clinton Carpenter, formerly with Kudner Agency, to Dancer-Fitzgerald-Sample, N.Y., as copy supervisor.

Robert Lee Barnes, copy staff, Charles Bowes Adv., L. A., named copy chief.

Robert Metz, formerly advertising manager, Goldfarb's Arcadian Gardens Inc., to Paris & Peart, N. Y., as account executive.

Sherlee Barish, formerly with Official Films Inc., N.Y., to Regal Advertising Assoc., that city, as account executive.

◄ **John F. Brookman,** producer-writer, NBC, to Fulton, Morrissey Co., Chicago, public relations division, as account executive.

D. Edward Ricchiuto, ► account executive, Hicks & Greist Inc., N. Y., to director of marketing sales promotion, new H&G position.

Wally Sherwin, account executive on Riviera Mfg. Co. account at George Patton Adv., Hollywood, to Riviera as executive advertising director.

Gordon G. Hurt, national merchandising manager, Norge Div., Borg-Warner Corp., assumes additional duties as advertising director for Norge home appliances. He will be responsible for all national and cooperative advertising.

Genevieve M. Farls, media and traffic departments, Robert Christopher Agency, to Holtzman-Kain, Chicago, as media director.

George Herro, account executive, MBS Chicago, to Pulse Inc.'s newly-opened Chicago office as director of that division. New office is located in Tribune Tower.

Robert R. Lindsey, who has been with BBDO since 1956, appointed director of research department succeeding **Ben Gedalicia,** who continues in overall supervision of BBDO research as vice president in charge of research and member of agency plans board.

John A. Pierpont, previously director of public relations for Savings Bank Assn. of State of New York, to Jacob Ruppert Brewery, that city, as public relations director.

Cynthia Scott, formerly with Advertising & Commercials, Chicago agency, to Herbert Baker Adv. Inc., that city, as public relations director.

ONE OF THE
FIRST 100 MARKETS

WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

no juggling!
just saving twice as much
with ORTH$AVER
like WSPD-TV TOLEDO, OHIO
STORER BROADCASTING CO.
call or write
VISUAL ELECTRONICS CORP.
342 WEST 40 ST., NEW YORK 18, N. Y.
LO 4-0518

MR. CARVER MR. VITT MR. WIDHOLM

IN an expansion of its media department, Doherty, Clifford, Steers & Shenfield, New York, has announced the promotion of Samuel B. Vitt and Jack K. Carver to media supervisors, with each directing a unit responsible for servicing a group of clients. The agency also announced the appointment of Robert Widholm as senior broadcast buyer. Mr. Vitt joined DCS&S in 1956 after serving as time-buyer for Benton & Bowles and Biow Co., both New York. Mr. Carver joined the agency in 1953 after earlier service with Hazard Adv., New York.

Juke Goodman, formerly with art department, Saks Fifth Ave., N. Y., to Warwick & Legler, that city, as art director.

Jerry Gilley, agency sales representative, International Broadcasting Co., Vancouver, B. C., to Cunningham & Walsh, S. F., as assistant media director.

William C. Keenan, research director, Parkson Adv., N. Y., promoted to assistant director of marketing and planning. **Morton Novick,** formerly research supervisor, Alfred Politz, that city succeeds Mr. Keenan.

Marion MacDonald, formerly copywriter at BBDO, Chicago, to Dancer-Fitzgerald-Sample, that city, in similar capacity.

Virginia Van Cleve, formerly with Compton Adv., Chicago, to Edward H. Weiss & Co., that city, as copywriter. **Dan Chipman,** formerly with Leo Burnett Co., joins Weiss agency as marketing analyst.

Richard J. Cech, director of public relations, Pure Milk Assn., Chicago, to Western Adv. Agency, that city, account-contact staff. **Owen R. Leffler,** advertising manager, Gehl Bros. Mfg. Co., West Bend, Wis., to WAA's account-contact staff in Racine, Wis., office.

Al Smedley, department of information, RCA, Camden, N. J., to Arndt, Preston, Chapin, Lamb & Keen, N. Y., public relations staff.

Edwin Cox, chairman of board Kenyon & Eckhardt, N. Y., has been named national campaign chairman of 1958 fund drive of Allergy Foundation of America (formerly American Foundation for Allergic Diseases).

Larry Schwartz, president of Wexton Adv. N. Y., will serve as chairman of 12-session workshop seminar on "Planning and Coordinating Integrated Marketing Programs," sponsored by Management Institute of New York U. beginning tomorrow (Tuesday).

FILM

George Crandall, director of press information, CBS, to National Telefilm Assoc., N. Y., as director of public relations. Mr. Crandall will assume responsibilities for overall public relations activities of NTA and its various subsidiaries and divisions. He served as director of press information for CBS and CBS Radio from 1942-56.

Joseph M. Brandel, director of European operations for International Television Programs Inc., overseas distributing organization for Ziv Television Programs, named vice president of ITP.

Carroll Bagley, vice president in charge of sales for U. S. Production Co., N. Y., producer of industrial and science films, to Screen Gems Inc., that city, as national sales executive.

Ben Elrod, Associated Artists Productions midwestern sales manager, moves to company's western division in similar capacity. Other new assignments: **Dave Hunt** moves from south to midwestern division; **Bob Hoffman** rejoins AAP as sales executive in Midwest; **Norman C. (Buck) Long** continues as sales manager of southwest division, which has been expanded to include Alabama, Tennessee and parts of Florida, and **Kirk Torney** and **Len Hammer,** station sales coordinators, assume additional responsibilities in covering several southeastern states.

Glenn Botkin, formerly with television commercial department of Compton Adv., N. Y., to Robert Lawrence Productions, that city, as production supervisor.

Vincent M. Fennelly appointed producer of Alcoa-Goodyear *Turn of Fate* series by Four Star Films, succeeding **Robert Fellows,** who produced first 22 programs of series. Mr. Fennelly also continues as producer of Four Star's *Trackdown* series.

Bill Dover, story and scenario editor, Universal-International Pictures, to Walt Disney Studios in similar capacity.

Arthur J. Leonard, 57, chief accountant, Paramount Pictures Corp. and its subsidiaries, died Jan. 23, after being ill for 11 weeks.

NETWORKS

John Schulz, formerly sales manager of WDUZ Green Bay, Wis., to NBC Radio network sales office in Chicago.

Fred Coe, tv and Broadway producer, has been signed to CBS-TV contract. Mr. Coe's first assignment for CBS-TV will be 90-minute version of "The Red Mill" April 19 on *DuPont Show of the Month* (Sat., 7:30-9 p.m.).

David Hurwitz, copywriter, Howard A. Harkavy Co., N. Y., to NBC Corporate Planning department as presentation writer.

George Montgomery, Audrey Trotter and **John Smith** have been signed to star in NBC-TV's *Cimarron City*, hour-long western series scheduled to debut in September. **Felix Jackson** produces series, now being filmed at Review Productions in Hollywood.

STATIONS

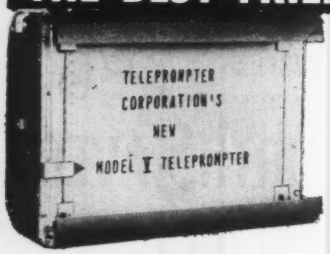
C. P. Hasbrook, president, Mt. Mansfield Television Inc. (WCAX-TV Burlington, Vt.), elected chairman of board of directors.

Staurt T. Martin, Mt. Mansfield Tv, vice president and general manager, succeeds Mr. Hasbrook as president.

Jack Fiedler, local sales manager, KLIF Dallas, named general manager of KTSA San Antonio. Both stations are owned by McLendon Corp.

Al Lurie, general manager, KTSA, moves to KLIF as sales manager. Before joining McLendon Corp. last April, he was associated with Bloom Adv., Dallas, as radio-tv director.

THE BEST FRIEND A STATION EVER HAD!



"Our commercial delivery has shown considerable improvement with the use of TelePrompTer."

Mr. Bob A. Roth
Commercial Manager
KONO-TV, San Antonio, Texas

TELEPROMPTER CORPORATION
Jim Blair, *Equipment Sales Manager*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

Our new TelePro 6000 obsolesces all other rear screen projectors.

Roy Stanley, KBKC Kansas City, named station manager, succeeding **John Humpherys,** who has resigned to enter field of fm radio. **Jerry Fullerton** succeeds Mr. Stanley as program director. Mr. Humpherys will retain his stock in KBKC and will continue to be on board of directors. **Linda Lewi** has been named women's director for station.

◄ **Fred A. Watkins Jr.,** assistant general manager, KWKH Shreveport, La., to KTHS Little Rock, Ark., as general manager.

Jack Timmons, KWKH ► farm director, promoted to commercial manager, succeeding Mr. Watkins. **Jim Hedrick,** formerly with KCMC-TV Texarkana, Ark.-Tex., succeeds Mr. Timmons as head of farm department.

◄ **Mort Silverman,** previously executive vice president and general manager of Southland Broadcasting Co. (KCIJ Shreveport and WMRY New Orleans, both Louisiana), to WJMR-AM-TV New Orleans as general manager.

Donald E. Knowles, sales consultant, WRKD Rockland, to WPOR Portland, both Maine, as station manager.

Charles E. Pike Jr., ► manager, WTAL Tallahassee, to WPTV (TV) Palm Beach, both Florida, as station manager. He also has been associated with WTMA Charleston, S. C., and WCTV (TV) Tallahassee.

◄ **James E. Goldsmith,** formerly sales manager, KWK-TV St. Louis, named general manager. He has been sales manager for KWK-TV since June 1954 when station went on air.

William J. Flynn, sales manager, WEEK-TV Peoria, Ill., to WWL-TV New Orleans in similar capacity.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y
All Inquiries Confidential

James C. Dowell, director of operations and public relations for Public Radio Corp., to KIOA Des Moines as station manager. Public Radio controls and operates KIOA Des Moines and KAKC Tulsa.

George T. Rodman, assistant to director of advertising, promotion and press information for ABC central division and WBKB Chicago, named director of advertising, promotion and press information for KGO-TV San Francisco, which ABC owns and operates.

Roger Gardner, producer, WCCO-TV Minneapolis-St. Paul, named production-program manager, succeeding **C. D. (Chuck) Miller.**

◄ **George H. Bush,** assistant general merchandise manager, Pizitz (department store), Birmingham, Ala., to KTYL-AM-FM Phoenix as managing director. Appointment is effective with FCC approval of sale of properties to Greater Phoenix Broadcasting Co.

Daniel D. Calibraro, assistant public relations manager, WGN-AM-TV Chicago, named assistant to **Ward L. Quaal,** vice president and general manager of Tribune radio and tv properties (licensee of WGN-AM-TV).

Carl Gadd, chief announcer, KWTV (TV) Oklahoma City, named program director. He succeeds **Perry Dickey,** who has resigned to accept position in San Antonio.

Laurese Byrd Gordon, promotion consultant and free lance writer, to WTOP Washington as director of promotion and advertising. She succeeds **William J. Wiggins,** resigned.

Bill Tillery, producer, WHAS Louisville, Ky., named continuity director, WHAS-TV.

David D. Larsen, formerly promotion director for *Jazz at the Philharmonic* concert series, to KNOB (FM) Long Beach-Los Angeles, in similar capacity.

Charlie L. Getz Jr., formerly publicity-promotion man for New York Giants, to KYW-AM-TV Cleveland as publicity director, succeeding **Steve Halpern,** who becomes assistant advertising-promotion manager.

Thomas B. Jones Jr., acting chief engineer, WSVA-TV Harrisonburg, Va., named chief engineer.

Allen W. Dripps, formerly chief engineer-announcer, KAGE Winona, Minn., to WKYR Keyser, W. Va., as chief engineer.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

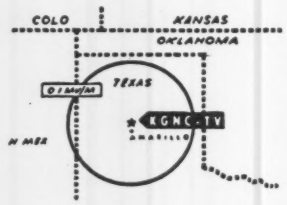
HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

A HAZARD THAT NEVER SLEEPS
A daily occurrence —
Radio and TV Stations
are accused of
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
through act of station,
staff, announcer, speaker,
talent, commentator, sponsor.
THE SPOKEN WORD IS MASTER!
BUT you can
INSURE
against embarrassing loss
by having our unique
Excess Policy
at amazingly low cost.
Write for details and rates
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St.
Chicago 175 W. Jackson
San Francisco, 100 Bush St.

use
CHANNEL 4-SIGHT

No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

PEOPLE CONTINUED

Alden L. Olson, Los Angeles office, *Wall Street Journal,* to KRHM (FM) Los Angeles sales staff.

Richard Jungers, formerly on sales staff of WGN Chicago, to WMAQ that city in similar capacity.

Ed Lynch, formerly with Henry I. Christal Co., station representative, and **Pat Devlin,** previously with Adams Young Inc., both station representatives, to sales staff of WNBQ (TV) Chicago.

Paul Smith, promotion-publicity department, KING-AM-TV Seattle, to KIRO-AM-TV that city in similar capacity.

James C. Fidler, chief meteorologist, WLW Cincinnati, Ohio, joins U. S. Weather Bureau in Washington as assistant to chief of bureau. He will be in charge of tv and radio publications.

James Robertson, program manager of WTTW (TV) Chicago, non-commercial educational outlet, named to Advisory and Professional Advancement Committees of National Assn. of Educational Broadcasters.

Mrs. A. J. Hamond, 68, vice president-treasurer of Clinton Broadcasting Corp. (KROS Clinton, Iowa), died in Washington, D. C., in Doctor's Hospital Jan. 18 after brief illness.

REPRESENTATIVES

Lois Thompson, radio-tv saleswoman, Meeker Co., resigns March 1 after 10 years service. Miss Thompson is leaving to join her husband, **Lee R. McCullough,** who heads his own advertising agency.

MANUFACTURING

◄ **Vincent E. Eitzen** promoted from manager of manufacturing engineering to technical assistant to president at Shure Bros. (microphones, components), Evanston, Ill.

Donald M. Christie, formerly assistant manager of equipment manufacturing division of Allen B. DuMont Labs, under **Maj. Gen. Raymond C. Maude** (USAF Ret.), vice president of division, to newly created post of division manager.

C. Robert Lane, regional manager for New York and New England, Andrew Corp. (antennas, antenna systems), Chicago, named eastern regional manager, headquartering in Westwood, Mass. He also will supervise Andrew Sales Engineering Office, in Ridgewood, N. J. **John M. Lenehan** has been named sales engineer for Andrew's Ridgewood office. ►

PROFESSIONAL SERVICES

Jay Scott, for 12 years account executive with Benjamin Sonnenberg Public Relations, N. Y., to Robert S. Taplinger Assoc., public relations firm, that city, as president.

Robert S. Windt, formerly director of public relations for CBS-Columbia, to Bernard Relin & Assoc., N. Y., public relations firm, as vice president. Mr. Windt also named to company's executive planning board.

Hannan Wexler, formerly producer of NBC's *Tex and Jinx* program, to Barkas & Shalit Inc., N. Y. public relations firm, as account executive.

TRADE ASSNS.

◄ **Ken Boucher,** advertising consultant and former advertising manager of Hawaiian Pineapple Co., to Assn. of National Advertisers as west coast vice president. Company reports this is first time in its history that staff representative has been appointed to serve in area other than association's New York headquarters. Mr. Boucher's office will be at 1048 Marcussen Dr., Menlo Park, Calif.

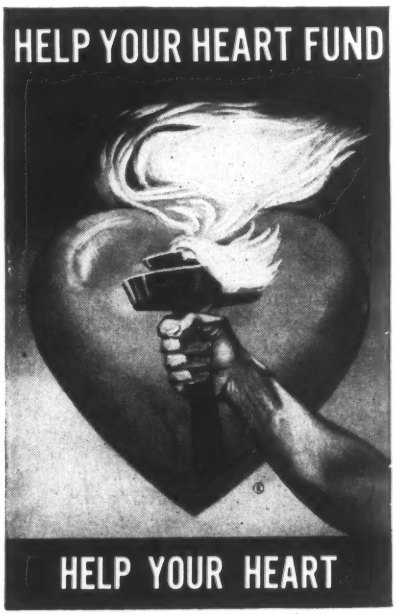
Carl J. Raymond, membership department, and **Robert F. Nims,** station sales representative, Radio Adv. Bureau, N. Y., promoted to regional managers of RAB's member service department.

EDUCATION

Samuel B. Sullivan, Illinois school administrator and curriculum specialist, joins Educational Television & Radio Center, Ann Arbor, Mich., as consultant on school uses of tv.

INTERNATIONAL

Arthur Chetwynd, president of Chetwynd Films Ltd., Toronto, was reelected president of Association of Motion Picture Producers and Labs. of Canada for 1958. **S. W. Caldwell,** that city, was reelected first vice president and **Gerry Kedey,** Motion Picture Center, Toronto, was elected second vice president.



Station Authorizations, Applications

As Compiled by BROADCASTING

January 23 through January 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Existing Tv Stations

CALL LETTERS ASSIGNED

WFPK-TV* Louisville, Ky.—Board of Trustees, Louisville Free Public Library, ch. 15.

WABG-TV Greenwood, Miss. — Greenwood Bcstg. Co. Inc., ch. 6.

New Am Stations

APPLICATIONS

Corning, Ark.—Eulis W. Cochran 1260 kc, 500 w D. P. O. address 434 West Second St., Corning, Ark. Estimated construction cost $11,502, first year operating cost $24,000, revenue $30,000. **Mr. Cochran,** sole owner, is in retail groceries and feed. Announced Jan. 29.

International Falls, Minn.—Int. Falls Bcstg. Co. Inc. 1230 kc, 250 w Unl. P. O. address C. H. Hulse, 1637 Miller Ave., Murray, Ky. Estimated construction cost $16,177, first year operating cost $42,000, revenue $50,000. Owners are **C. H. Hulse Jr., Hyleme S. George, Charles R. Shuffett** and **Philip S. George** (each 25%). Messrs. Hulse and Shuffett own **WNBS Murray, Ky.** (50% each). George brothers are in agriculture. Announced Jan. 23.

Mt. Airy, N. C.—Granite City Bcstg. Co. 900 kc, 250 w D. P. O. address Box 45, Mt. Airy, N. C. Estimated construction cost $4,000, first year operating cost $30,000, revenue $49,000. Owners are **Paul E. Johnson, Woody, Tycho,** and **Mack Wood** (each 25%). Mr. Johnson is sewing machine serviceman. Wood brothers are in tv & appliances sales-service. Announced Jan. 23.

North Charleston, S. C.—Louis M. Neale Jr. and Robert S. Taylor 910 kc, 500 w D. P. O. address Louis M. Neale Jr., Box 951, Beaufort, S. C. Estimated construction cost $7,870, first year operating cost $36,000, revenue $41,000. Owners are Louis M. Neale Jr. and Robert S. Taylor (each 50%). **Mr. Neale** is general manager, **WBEU Beaufort, S. C. Mr. Taylor** owns **WAUC Wauchula, Fla.,** and 50% of **WALD Waterloo, S. C.** Announced Jan. 23.

Gatesville, Tex.—Robert W. Cahill 1580 kc, 250 w D. P. O. address 350 Sansome St., San Francisco, Calif. Estimated construction cost $27,219, first year operating cost $24,000, revenue $35,000. **Mr. Cahill,** sole owner, is construction engineer. Announced Jan. 23.

Kanab, Utah—Kanab Bcstg. Co. 630 kc, 100 w D. P. O. address 564 South 2nd East, Logan, Utah. Estimated construction cost $23,200, first year operating cost $28,800, revenue $32,400. **James C. Wallentine,** sole owner, is 52.35% owner of **KVEL Vernal, Utah.** Announced Jan. 24.

Existing Am Stations

APPLICATIONS

WELI New Haven, Conn.—seeks cp to increase nighttime power from 1 kw to 5 kw; make changes in directional ant. system (one additional tower, and ground system). (960 kc). Announced Jan. 28.

WRWB Kissimmee, Fla.—seeks cp to increase power from 250 w to 1 kw; change studio location delete remote control operation of transmitter and install new trans. (1220 kc). Announced Jan. 27.

KCHA Charles City, Iowa—seeks cp to increase power from 250 w to 500 w and install new trans. (1580 kc). Announced Jan. 28.

KLUV Haynesville, La.—seeks cp to change ant. trans. and studio location to US Highway 79, opposite drive-in theater near south city limits, Magnolia, Ark. and change station location to Magnolia. (1580 kc). Announced Jan. 28.

WPLM Plymouth, Mass.—seeks cp to increase power from 1 kw to 5 kw; change ant.-trans. location to corner Smiths Lane and State Route 3, Kingston, Mass.; install directional ant. daytime and new trans. (1390 kc). Announced Jan. 29.

WFVG Fuquay Springs, N. C.—seeks cp to increase power from 1 kw to 5 kw and install new trans. (1460kc). Announced Jan. 29.

WADP Kane, Pa.—seeks cp to increase power from 500 w to 1 kw. (960kc). Announced Jan. 29.

CALL LETTERS ASSIGNED

KBUZ Mesa, Ariz.—Harkins Bcstg. Inc., 1310 kc. Changed from KTYL.

KTCN Berryville, Ark.—America's New Era Radio, 1480 kc.

WPOM Pompano Beach, Fla. — Gold Coast Bcstrs., 1470 kc.

WRWH Cleveland, Ga.—Clyde William Turner, 1350 kc.

WLST Escanaba, Mich.—Frank J. Russell Jr.

New Fm Stations

APPLICATIONS

Phoenix, Ariz. — Grand Canyon Bcstrs. Inc. 106.9 mc, 3.46 kw Unl. P. O. address Box 646, Phoenix, Ariz. Estimated construction cost $10,515, first year operating cost $20,000, revenue $21,000. There are 402 stockholders, none of whom owns more than one percent. **William P. Ledbetter,** president, has been radio announcer-engineer. Announced Jan. 22.

Los Angeles, Calif.—Immaculate Heart College* 90.3 mc, 10 w Unl. P. O. address S. R. Levine, 6399 Wilshire Blvd., Room 1007, Los Angeles. Estimated construction cost $2,195, first year operating cost $500. Announced Jan. 27.

Pasadena, Calif.—Pacifica Foundation* 90.7 mc, 47.8 kw P. O. address 2207 Shattuck Ave., Berke-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

THE INDUSTRY'S LARGEST*

NATIONAL MEDIA BROKERAGE FIRM

presents these outstanding investments

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ley, Calif. Estimated construction cost $25,600, first year operating cost $51,000. Owner is a non-profit corporation which also operates KPFA Berkeley, Calif., and KPFB. Announced Jan. 29.

Stockton, Calif.—Valley Bcstrs, Inc. 107.3 mc, 8.9 kw Unl. P. O. address 2171 Ralph Ave., Stockton, Calif. Estimated construction cost $950, first year operating cost $1,200, revenue $1,200. **Valley** is wholly owned subsidiary of **San Joaquin Bcstg. Co.**, owner of **KSTN Stockton.** Announced Jan. 23.

Hartford, Conn.—The Conn. Bcstg. Co. 102.9 mc, 10 kw Unl. P. O. address 869 Blue Hills Ave., Hartford, Conn. Estimated construction cost $14,500, first year operating cost $10,000, revenue—none expected due to duplication of am programs. **Franklin M. Doolittle** is 59.7% owner of **Conn. Bcstg.** which also owns **WDRC Hartford** and 5.68% of **Concert Network Inc.** which owns **WXCN-FM Providence, WHCN-FM Hartford, WBCN-FM Boston** and **WNCN New York.** Announced Jan. 27.

Rockmart, Ga.—Radio Rockmart 1220 kc, 250 w D. P. O. address M. H. McDougald, Radio Station WCHK, Canton, Ga. Estimated construction cost $15,099, first year operating cost $40,000, revenue $60,000. Owners are **T. N. Privette** (41%), **M. H. McDougald** (25%) and others. Messrs. Privette and McDougald each own 10% of **WCHK Canton, Ga.** Announced Jan. 29.

Chicago, Ill.—WSBC Bcstg. Co. 93.1 mc, 16.45 kw Unl. P. O. address 2400 West Madison Ave., Chicago, Ill. Estimated construction cost $19,200, first year operating cost $25,000, revenue $30,000. Owner (Louis B. Lee-99.82%) also owns **WSBC Chicago.** Announced Jan. 29.

Jackson, Mich.—Booth Bcstg. Co. 94.1 mc, 5.4 kw Unl. P. O. address 700 Buhl Building, Detroit, Mich. Estimated construction cost $7,200, first year operating cost $5,000 in addition to am. **Booth Bcstg.**, owned by the **John L. Booth** family, also owns **WJLB AM-FM Detroit, WIBM Jackson, WSGW Saginaw** and **WBBC Flint,** all **Mich., WJVA South Bend** and **WIOU Kokomo,** both **Ind.,** and **WTOD-AM-FM Toledo, Ohio.** Announced Jan. 24.

Youngstown, Ohio—Myron Jones 101.1 mc, 24.45 kw Unl. P. O. address WHOT, 401 N. Blaine Ave., Youngstown, Ohio. Estimated construction cost $19,500, first year operating cost $30,000, revenue $30,000. **Mr. Jones,** sole owner, owns **WHOT Campbell, Ohio,** 32% of **WTIV Titusville** and 62½% of **WJET Erie,** both **Pennsylvania.** Announced Jan. 23.

Oil City, Pa.—WKRZ Inc. 98.5 mc, 2.973 kw. P. O. address 513-515 Berger Building, Pittsburgh, Pa. Estimated construction cost $3,000, first year operating cost $6,000, revenue $6,000. Owners are **Kenneth E. Rennekamp** (50.4%) and **Oliva T. Rennekamp** (49.6%). Mr. Rennekamp also has interest in **WKRZ Oil City** (50.4%), **WKBI St. Marys** (50%) and **WTRA Latrobe** (20%), all **Pa.** Mrs. Rennekamp owns 49.6% of WKRZ and is licensee and general manager of **WOTR Corry, Pa.** Announced Jan. 28.

El Paso, Tex.—H-M Service Co. 94.7 mc, 4.2 kw Unl. P. O. address 1820 Montana #23, El Paso, Tex. Estimated construction cost $870, first year operating cost $2,100, revenue $7,300. Owners are **Logan Douglas Matthews** and **Albert Charles Hynes** (50% each). Mr. Matthews is announcer with **KTSM-AM-TV El Paso.** Mr. Hynes is with **Motorola** in communications development. Announced Jan. 29.

Existing Fm Stations

APPLICATIONS

WBZ-FM Boston, Mass.—seeks cp to install a new trans. Announced Jan. 24.

WOMC Royal Oak, Mich.—seeks cp to install a new 10 kw amp.; increase erp from 18 kw to 61.8 kw; and change station location from Royal Oak, Mich., to Detroit. Announced Jan. 29.

KYW-FM Cleveland, Ohio—Seeks mod. of cp to change type trans. Announced Jan. 24.

CALL LETTERS ASSIGNED

KBAY-FM San Francisco, Calif.—Sherrill C. Corwin, 104.5 mc.

KPUP San Francisco, Calif.—Franklin Mieuli, 106.9 mc.

KRPM San Jose, Calif.—The Audio House Inc., 98.5 mc.

WRAJ-FM Anna, Ill.—Anna Bcstg. Co. Inc., 92.7 mc.

KCBM Kansas City, Kan.—Floyd W. Hurlbert, 98.1 mc.

WGAY-FM Silver Spring, Md.—Tri. Suburban Bcstg. Corp., 99.5 mc.

WHFI Detroit, Mich.—Meadowcroft Bcstg. Inc., 94.7 mc.

WQMS Hamilton, Ohio—Community Bcstg. Co., 96.7 mc.

WFAA-FM Dallas, Tex.—A. H. Belo Corp.

KLUB Salt Lake City, Utah—KLUB Bcstg. Co.

KTWR Tacoma, Wash.—Thomas Wilmont Read, 103.9 mc.

Ownership Changes

APPLICATIONS

KTUC Tucson, Ariz.—seeks assignment of license from **Tuscon Bcstg. Co.** to **C. Van Haaften, Robert Lebsock** and **Gertrude** and **E. W. Krampert** for $160,000. Mr. and Mrs. Krampert (32.558% each) are in real estate. Mr. Van Haaften was general manager of **KTWO-TV Casper, Wyo.** Mr. Lebsock (11.628%) is chief engineer, KTWO-TV. Announced Jan. 24.

KPAP Redding, Calif.—seeks assignment of cp from **C. E. Wilson** and **P. D. Jackson** d/b as **Independent Bcstrs,** to Philip D. Jackson. Messrs. Jackson and Wilson are dissolving partnership, the former to take over cp for KPAP, the latter to take over cp for **Hobbs, N. M.** Announced Jan. 28.

WIOD Sanford, Fla.—seeks assignment of license from **Kenneth J. Crosthwait** to **Sanford Bcstg. Corp.** Corporate change. No control change. Announced Jan. 27.

WAUG-FM Augusta, Ga.—seeks assignment of license from **Chester H. Jones** and **George C. Nicholson** d/b as **Garden City Bcstg. Co.** to Chester H. Jones and George C. Nicholson d/b as Garden City Bcstg. Co. **Mr. Jones** purchased 25% from **Mr. Nicholson** for $7,000. Messrs. Jones and Nicholson now are 50% partners. Announced Jan. 24.

WMAG Forest, Miss.—seeks acquisition of positive control of licensee corporation (**Scott County Bcstg. Co. Inc.**) by **R. E. Hook** through purchase from **W. E. Farrar** of 45% for $30,000. Upon completion of transaction **Mr. Hook** intends to dispose of some newly purchased stock, leaving him with 55% ownership. His other broadcast holdings: **WRAG Carrollton, Ala.** (49%); **WRUS Russellville, Ky** (75%); **WDOB Canton, Miss.** (70%). Announced Jan. 27.

WNYS Salamanca, N. Y.—seeks assignment of license from **Luther M., Marion G., Warren A., Hannah M.** and **Carl L. Schaeffer, Lily** and **George D. Pursell,** d/b as **Catteragus Bcstg. Service** to **Alfred B. Smith** for $11,800 cash. Mr. Smith is in music publishing and recording. Announced Jan. 27.

WLOS-AM-FM Asheville, N. C.—seeks assignment of license from **Skyway Bcstg. Co.** to **WORC Inc.** for $105,000. Owners are **C. W. Hogan** and **C. G. Farrell** (49.7% each) and **Esther F. Hogan** (.6%). Mr. Hogan was 25% owner-manager of **WLBG Laurens, S. C.** Mr. Farrell (Mrs. Hogan's father) is retired fuel and ice dealer. Mrs. Hogan is housewife. Announced Jan. 22.

WIAC Santurce, P. R.—seeks acquisition of positive control of licensee corporation (**WIBS Inc.**) by **Luis S. Mejia** through purchase of stock from **Radio Americas Corp.** ($18,924), **Alfredo Ramirez de Arellano Jr.** ($76) and **Luis A. Ferre** ($19,000). Announced Jan. 23.

KDLO-TV Florence, S. D.—seeks acquisition of

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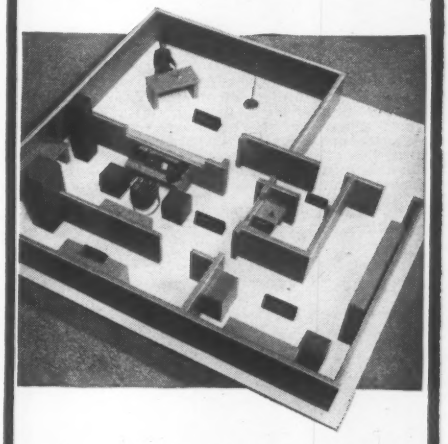

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positive control of licensee corporation (**Triple-City Bcstg. Co.**) by **Edmond R. Ruben, N. L. Bentson, Joseph L. Floyd** and **Leon M. Goldfarb** as voting trustees. Contingent on grant of simultaneously filed application of **KELO-AM-TV** and **KPLO-TV** for acquisition of control of **Midcontinent Bcstg. Co.** by the above trustees. (See below.) Announced Jan. 23.

KELO-AM-TV Sioux Falls and **KPLO-TV Reliance**, both **S. D.**—seek transfer of control of licensee corporation (**Midcontinent Bcstg. Co.**) from **Edmond R. Ruben, Joseph L. Floyd** and **N. L. Bentson** to Edmond R. Ruben, N. L. Bentson, Joseph L. Floyd and **Leon M. Goldfarb**, voting trustees. Corporate change. No change in beneficial ownership. Announced Jan. 23.

WJGD Columbia, Tenn.—seeks assignment of license from **Columbia-Mt. Pleasant and Spring Hill Radio Corp.** to **Maury County Boosters Corp.** for $60,000. **J. H. Dowling** (.10%), president, is automobile dealer. Announced Jan. 27.

KJR Seattle and **KNEW Spokane**, both **Wash.**, and **KXL Portland, Ore.**—seek transfer of control of licensee corporation (**Mt. Rainier Radio & Tv Bcstg. Corp.**) from **Lincoln Dellar, Sylvia Dellar, Lester M. Smith** and **Virginia L. Smith** to **Essex Productions Inc.** for $2,000,000 subject to adjustments. Owners are **Frank Sinatra** (80%) and members of his family. This is Mr. Sinatra's initial venture in broadcast field. Announced Jan. 28.

WOSA Wausau and **WLIN-FM Merrill**, both **Wis.**—seek assignment of license from **Alvin E. O'Konski Enterprisers Inc.** to **Wis. Valley Tv Corp.** for $225,100. Owners are **Charles Lemke** (25%), **Record-Herald Co.** (23.81%), **News Publishing Co.** (11.9%) and others. Mr. Lemke is in veneer manufacturing. Record-Herald publishes Wausau *Record-Herald*. News publishes daily in **Marshfield, Wis. Valley**, present owner of **WSAU-AM-TV Wausau**, will dispose of it prior to consummation of present transaction. Announced Jan. 29.

Hearing Cases

INITIAL DECISION

Hearing Examiner Jay A. Kyle issued an initial decision looking toward grant of applications of **The Radio Voice of New Hampshire Inc.**, for renewal of license and for license to cover present operation of station WMUR-TV Manchester, N. H. Announced Jan. 28.

Routine Roundup

ACTIONS BY FCC

PETITIONS FOR RULE MAKING FILED

Central Minnesota Television Co., Alexandria, Minn.—petition requesting institution of rule making so as to delete ch. 12 from **Brainerd, Minn.**, and assign it to **Walker, Minn.** Announced Jan. 24.

Atlantic Broadcasting Co. Inc., WJMX Florence, S. C.—petition requesting amendment of the rules so as to assign ch. 13 to **Florence, S. C.** Petitioner proposes that this be accomplished by deleting ch. 13 from **Charleston, S. C.**, and substituting ch. 7 therefor. Announced Jan. 24.

Granite City Broadcasting Company, Mount Airy, N. C.—petition requesting the assignment of 900 kc to **Mount Airy, N. C.** Announced Jan. 24.

Granite City Broadcasting Co.., Mount Airy, N. C.—petition requesting assignment of ch. 8 to **Winston-Salem, N. C.**; also the shifting of ch. 8 to ch. 13 at **Florence, S. C.**, and the assignment of ch. 8 to **Charleston, S. C.** as an educational station. Announced Jan. 24.

Veterans Broadcasting Co. Inc., WVET-TV Rochester, N. Y.—petition requesting institution of rule making looking toward the allocation of chs. 9 and 13 to **Elmira, N. Y.**

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Dec. 31

	AM	FM	TV
LICENSED (all on air)	3,130	526	395[1]
CPs ON AIR (new stations)	65	11	101[2]
CPs NOT ON AIR (new stations)	100	53	113
TOTAL AUTHORIZED STATIONS	3,295	590	657
APPLICATIONS FOR NEW STATIONS (not in hearing)	395	39	76
APPLICATIONS FOR NEW STATIONS (in hearing)	108	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	503	48	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	227	19	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	29	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	256	19	51
LICENSES DELETED	1	3	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Jan. 29

	ON AIR		CP	TOTAL APPLICATIONS
	Lic	Cps	Not on air	For new stations
AM	3,147	58	101	531
FM	527	14	65	66
TV (Commercial)	396[1]	103[2]	113	132

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 29

	VHF	UHF	TOTAL
COMMERCIAL	416	83	499[3]
NON-COMMERCIAL	24	6	30[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 40 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted, but now deleted.

ACTION ON MOTIONS

By Hearing Examiner Jay A. Kyle on January 23

After prehearing conference, rescheduled from Jan. 27 to Feb. 3 hearing in proceeding on **Evansville Television Inc.**, to show cause why its authorization for **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner Charles J. Frederick on the dates shown

Granted request of Broadcast Bureau for extension of time to Feb. 3 to file comments to petition by **Golden Valley Bcstg. Co. (KRAK)** Stockton, Calif., for leave to amend its application, and rescheduled further prehearing conference from Jan. 29 to Feb. 10 on applications of **KRAK** and **Radio Santa Rosa, Santa Rosa, Calif.** Action Jan. 22.

On request by **Radio Dinuba Co. (KRDU) Dinuba, Calif.**, ordered hearing conference on Jan. 24 on applications of KRDU, **Enterprise Bcstg. Co., Fresno**, and **Air Waves Inc. (KONG) Visalia.** Action Jan. 21.

By Hearing Examiner J. D. Bond on January 21

Granted motion by **KOOS Inc. (KOOS-TV)** and **Pacific Television Inc.**, to continue to dates to be fixed by subsequent order prehearing conference and hearing now scheduled for Jan. 23 and Feb. 19, respectively, in **Coos Bay, Oreg.**, ch. 11 proceeding.

By Chief Hearing Examiner James D. Cunningham on the dates shown

Ordered that hearings are scheduled in the following proceedings on the dates shown:

Wrather-Alvarez Bcstg. Inc., for extension of time to construct station **KYAT** (ch. 13) **Yuma, Ariz.**, on Feb. 28; am applications of **Arthur William Wilson** and **John Bozeman, Wichita Kans. Granite State Bcstg. Co. Inc. (WKBR) Manchester, N. H.**, and applications of **Sherrill C. Corwin and KUHF (TV)** for new tv stations to operate on ch. 34 in Los Angeles, Calif., on March 17. Actions Jan. 24.

Denied motion of **Air Waves Inc. (KONG) Visalia, Calif.**, for dismissal of its am application without prejudice, and the application is retained in hearing status with applications of **Enterprise Bcstg. Co., Fresno and Radio Dinuba Co. (KRDU) Dinuba**, both **Calif.** Action Jan. 27.

By Hearing Examiner Jay A. Kyle on January 24

Ordered that the record in proceeding on applications of **The Radio Voice of New Hampshire Inc. (WMUR-TV, ch. 9) Manchester, N. H.**, for renewal of license and for license to cover cp, is reopened; affidavit of **Edward F. O'Brien**, vice president and director of The Radio Voice of New Hampshire, Inc. is received in evidence and marked as Exhibit No. 2, and the record then closed.

By Hearing Examiner J. D. Bond on January 24

Ordered that a further prehearing conference will be held on Feb. 7 re applications of **Oklahoma Television Corp., Coastal Television Co.**, for tv stations to operate on ch. 12 in **New Orleans, La.**, and **Supreme Bcstg. Co., Inc. (WJMR-TV, ch. 20)**, to change to ch. 12, New Orleans.

By Hearing Examiner Thomas H. Donahue on January 24

Granted motion of **The Bessemer Bcstg. Inc. (WBCO) Bessemer, Ala.**, for an extension of time from Jan. 27 to Feb. 10 for filing proposed findings and for filing reply findings from Feb. 7 to Feb. 21 in re its am application and that of **Jefferson Radio Co., Irondale, Ala.**

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of January 24

KFAD Fairfield, Iowa—granted involuntary assignment of license to **Dick R. Schlegel**, trustee

Continues on page 105

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Unsurpassed opportunity, large metropolitan area, southwest, for advancement and financial return. New fm station with great potential desires manager-engineer with good voice, first class license, and background in good music. Managerial ability and interest important. Reasonable starting salary with percentage of gross. Send tape, resume, Box 904C, BROADCASTING.

Strong selling manager wanted for radio and tv station. Midwest. Exceptional opportunity for right man. Send complete details to Box 937C, BROADCASTING.

Commercial manager, $600.00 month guarantee plus good percentage. Must take complete charge of sales and sales staff. Good small single-station market. Must have good record as this job pays extremely well. Apply to S. A. Hassan, General Manager, WROY, Carmi, Illinois.

Sales

Sales: Good opportunity in Mobile, Alabama for experienced men who can sell radio. Guarantee $100.00 week against 15%. Personal interview necessary. List experience, present billing, age, education. Box 719C, BROADCASTING.

Immediate opportunity for experienced radio salesman with brand new station in western Pennsylvania, one of an expanding chain. High quality operation in single-station market. Draw against commission. Send photo and particulars to Box 762C, BROADCASTING.

Salesman or commercial manager experienced all phases single station market. Guarantee plus percentage net or gross. Box 845C, BROADCASTING.

Here's an opportunity to parley a successful small market sales record, into a money-making job in major market. Midwest independent in one of the nation's top twenty markets has opening for experienced time salesman. Salary and commission. Give complete details including billing record, and references. Box 893C, BROADCASTING.

Gulf coast area news-music operation needs aggressive sales manager, native southeasterner. Some announcing. Salary open depending on experience, ability. Interview necessary. Box 915C, BROADCASTING.

Unusual opportunity for young, aggressive, salesmanager to become manager metropolitan station. Box 954C, BROADCASTING.

Good experienced radio salesman who can produce in highly competitive northeast Texas market of 60,000. Network 250 watter long established, modern programming, strong promotion with good list of prospects. $100.00 week guarantee against 15%. Excellent opportunity for advancement. Good character and business references required. Box 958C, BROADCASTING.

Wanted sales manager or salesman. Salary plus generous commission and over-ride. KTXL Radio, Box 2139, San Angelo, Texas.

Experienced time salesman with announcing experience. Emphasis on sales. Base salary plus commissions. Excellent opportunity for right man in lucrative market. WLTC, Gastonia, N. C.

Announcers

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

DJ—Sell your own wakeup show, salary, talent, commission. Be big man and big moneymaker in big Pennsylvania market. Send facts, no tapes. Box 800C, BROADCASTING.

Newsman to gather, write and air local news, use mobile unit. Some board work required. State all in first letter. Tape, small picture, also references and salary needs. Virginia network station. Box 811C, BROADCASTING.

Pennsylvania chain needs experienced announcers for new station in greater Pittsburgh area. $85 a week to start with regular raises and overtime pay. Minimum of one-year experience necessary. Excellent opportunity for advancement into management. Send tape, resume and photo. Box 882C, BROADCASTING.

Midwest metropolitan market needs experienced afternoon man. Opportunity to assist in programming if you have ideas. Salary open. Send tape and resume. Box 897C, BROADCASTING.

Major California station in metropolitan market wants afternoon or evening announcer-dj with showmanship, salesmanship. If you do straight show, introducing and chatting about records, don't apply. If you have show or style that's different, then rush resume, salary requirements, photo, air check to Box 899C, BROADCASTING.

Maryland independent needs experienced staff announcer who knows popular music. Immediate opening. Restricted permit required. Box 932C, BROADCASTING.

Up to $115 a week for the right announcer. Ohio-Indiana area. Send tape, photo and references. Box 946C, BROADCASTING.

Announcer with first phone, WAMD, Aberdeen, Md.

Experienced announcer, strong on concert music. First phone man preferred; must have car. Reply immediately: Program Director, WCRB, Boston 54, Mass.

Announcer, strong staff man, to handle disc jockey, news and staff duties. One of America's pioneer stations. Good starting salary and other benefits. Send tape, photo and resume to Elmer Knopf, Radio Station WFDF, Flint, Michigan.

We are waiting for the right dj, if you have one or two years in the business and want to go on up, our operation will teach you well and pay you well. Contact Clyde Johnson, P.D., WFIN, Findlay, Ohio.

WINZ, Miami, 50,000 watts, Florida's biggest news and music station invites tapes from top market dj personalities for daytime opening. State availability and salary required. Tapes, regretfully, will not be returned.

Immediate opening for experienced daytime dj-announcer. Board experience. NBC affiliate. Send picture, tape and references to Ed Huot, WTRC, Elkhart, Indiana.

Technical

First class engineer-announcer for Indiana nondirectional 1000 watt daytimer, $110.00. Box 750C, BROADCASTING.

Immediate openings for 1st class engineers new station in greater Pittsburgh area. Kilowatt daytime directional station with good working conditions, paid vacation, good salary, time and half for overtime. Send resume of experience. Box 881C, BROADCASTING.

Chief engineer, 5kw-am, 10kw-fm with multiplex, large northeast city. Must have car. Send resume and references immediately to: Box 895C, BROADCASTING.

First class engineer for one kilowatt daytime independent, preferably capable of combination duty but will consider straight engineer. Salary commensurate with ability. Send full information first letter to: P. O. Box 717, Marion, S. C.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: First class engineer immediately. Opportunity for advancement to chief. Good salary. Must be congenial. Will accept man with minimum experience if otherwise acceptable. Personal interview required. WCHV, Charlottesville, Virginia. Phone 2-5121.

First class engineer, maintenance; top pay, other benefits. Permanent. WDBL, Springfield, Tenn.

Technician, licensed. Broadcast and mobile communications. Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

Agency

Time buyer: Ambitious assisstant buyer with two or more year's experience, interested in chief time buyer job Pennsylvania 4-A agency. Should send resume and salary requirements to Box 857C, BROADCASTING.

Production-Programming, Others

Money for imaginative copywriter capable of producing multiple voiced commercial anouncements. Must be able to double as dj. Top pay. Excellent market. Box 903C, BROADCASTING.

Copywriter who knows English, to write plenty of selling copy. Rough job and worth it. Bob Houston, Program Director, KVBC, Farmington, New Mexico.

RADIO

Situations Wanted

Management

Experienced radioman desires managership small station in south. Announcing, sales, programming. Box 634C, BROADCASTING.

All 'round small station manager presently employed, ready for new challenge and greater opportunity. Box 896C, BROADCASTING.

Sales, engineering, announcing, copy, etc. No baloney. Now managing. Need greater potential. 37. Prefer Rockies. Box 923C, BROADCASTING.

Executive: Now employed major market radio-vhf-tv sales manager. 100% personal reason, seeking new association. Industry known, accredited reputation ten year management/sales manager record with yearly earnings averaging over $16,000.00. Negotiations held confidential. Box 942C, BROADCASTING.

Manager or commercial manager. Co-manager of well-known network regional who is directly responsible for local and national billing and with sound background of working with national representatives desires association with multi-station group or with growing single station operation and attendant management benefits. Excellent background of promotion and merchandising and recipient of top awards in merchandising and promotion. College graduate, family man and long record of trade and civic achievements. Over ten years with current station. Box 952C, BROADCASTING.

Long experienced radioman desires managership small-medium southeastern station where investment of $6000 possible. Or will join you in frequency application. Box 959C, BROADCASTING.

Sales

Executive-over twenty years solid administrative experience in both programming and sales-network and local levels. Currently employed in New York with leading network. Thirteen years present affiliation. Seeks top position with established organization in another location. Mature, imaginative, hard worker. Salary secondary to possibilities for growth and pleasant living conditions. Outstanding references. Box 910C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Announcer, first phone. Married, no children, good selling voice, 2 years experience, authoritative newscasts. Smooth dj shows. Box 639C, BROADCASTING.

Announcer—Radio school graduate, FCC phone ticket, will relocate. Tape available. Box 804C, BROADCASTING.

Married veteran, BA in radio, 3 years commercial experience, desires to make move from seasonal area to larger year round market. Sports, play-by-play, disc work, news. Box 820C, BROADCASTING.

Negro, outstanding reputation, newscaster, speech-announcer. Award, relaxed punch styles, top dj, credit listing. Box 848C, BROADCASTING.

Top dj, nationally known, have first phone but who needs it. Negro. Box 851C, BROADCASTING.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 870C, BROADCASTING.

Available soon one of western New York's finest audience builders. Tape on request. Box 890C, BROADCASTING.

Versatile announcer, 2 years experience, news, play-by-play football, dj, strong hard sell, college, married. Box 894C, BROADCASTING.

Excellent sportscaster desires career opportunity, which has baseball, football, basketball. College graduate, 26, personable. Sales and disc background, also. Employed. Box 898C, BROADCASTING.

Pops-standards deejay. Strong news. Experienced. Travel. Negro. No accent. No "jive-talker." References, veteran. Married. College. Box 900C, BROADCASTING.

Full experienced country and western dj. Run board etc. Available February First, salary open. Box 908C, BROADCASTING.

Announcer, news, first phone, original dj that attracts listeners. Maintenance, versatile, experienced. Box 911C, BROADCASTING.

Combo, 1st phone, some experience. State full particulars first letter. Box 913C, BROADCASTING.

Dynamic personality deejay desires position with top music and news station. Versatile. Experienced. Box 916C, BROADCASTING.

Hot jock!! Top Pulse rated Storz-Noemac type josh-diskie. Wide awake morning man, with contagious personality. Conscientious. Brightest sounding show ever. Top 40's preferred. Box 922C, BROADCASTING.

Rock-roll jockey, successful, top notch, dynamic, hard sell! Stable, mature. Desires alert, aggressive station. Box 926C, BROADCASTING.

Announcer with 8 years experience including continuity, news, special events, pd. Can program pop, r&r, country, jazz, classical. Enjoys production work, desires position with challenger and opportunity. Box 930C, BROADCASTING.

Want top flight dj? 2 years experience, ideas, versatile, at present chief announcer for 5kw indie. Consider only good offers. Some sales experience. Box 933C, BROADCASTING.

Fast paced dj, three years experience. Knows music, good commercial. Box 934C, BROADCASTING.

Attention Pennsylvania. Announcer, pleasant voice, 18 months experience in all phases of radio. Vet, 26, married. Tape and resume on request. Box 935C, BROADCASTING.

Sportscaster-newsman-staff announcer desires career position. Experienced, graduate, presently employed. Available for up-coming baseball season. Also have newspaper experience. Box 945C, BROADCASTING.

Mercy sake, this ad costs. Send for tape, and be my boss. Box 948C, BROADCASTING.

West Pennsylvania, announcer, experience, commanding voice, versatile. College grad, executive potential. Salary secondary to opportunity. Family man, sober, personal interviews only. Box 950C, BROADCASTING.

Experienced announcer, good news; relaxed disc jockey; effective commercial delivery. Reliable. Permanent. Box 953C, BROADCASTING.

Versatile, young announcer. Excellent voice. Combo. College graduate. Immediate availability. Box 956C, BROADCASTING.

Career radio man, 10 years experinece, desires settle permanently small southern market. Offers professional air work and executive abilities. Familiar all phases music, news, sports. Box 957C, BROADCASTING.

College grad, 30. Capable, versatile, experienced. Good voice. Excels play-by-play, dj. Seeks opportunity to grow. Box 964C, BROADCASTING.

DJ, beginner, capable, eager to please, salary secondary to opportunity. Grad. N. Y. Radio School. Tape and resume immediate on request. Box 965C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 966C, BROADCASTING.

Negro deejay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 967C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 968C, BROADCASTING.

Experienced, versatile personality-dj currently employed by a New England network seeks position in southern New England. Deep, resonant voice. Write P. O. Box 87, Waverly 79, Massachusetts.

Dee-jay first phone: Family, college, wide experience. Box 5033, Eugene, Oregon.

Experienced news, music, sports, first class FCC, dependable. California-western states. Contact 1107 Martin Blvd., San Leandro, California.

Three years radio, thoroughly experienced. Will travel if opportunity is there. Family man. Contact Dick Hoff, KMAN, Manhattan, Kansas.

Look-man with eight years experience, all phases of staff work including pd. No floater, looking for good job with good future. Excellent references. Eldon Q. Johnson, Audubon Trailer Park, Henderson, Kentucky.

Have voice, will travel. 45's packed and needles ready to scratch. I'm a recent graduate of a broadcasting school in Boston, Massachusetts. I'm young and single and your wish is my command. Salary second to opportunity. Herb Tokla, 21 Cutler Street, Worcester 4, Massachusetts.

Technical

Experienced radio-tv engineer first class license available immediately, south preferred. Box 632C, BROADCASTING.

First phone. Experienced in directionals. Available immediately. Prefer midwest location. Box 907C, BROADCASTING.

Engineer, am experience, maintenance, repairs, announcer, first ticket. Radio or break into television. Box 912C, BROADCASTING.

First class license, no maintenance, music-news experience, available now. Box 927C, BROADCASTING.

Florida only. 1st phone, 8 years am-fm-tv, 2 years chief, desire permanent location, tv or radio, married can arrange personal interview. Box 936C, BROADCASTING.

Engineer, 1st phone, college EE. 6 years experience, desires job with a future, radio or tv. Box 943C, BROADCASTING.

1st phone engineer ready to travel. Have training, want experience. New York preferred. Box 949C, BROADCASTING.

Graduate engineer, experienced announcer-sales. Box 960C, BROADCASTING.

Combo man, four years experience, all phases, three chief, references. 28, family man, day work, reason wife's health. Southwest or west coast. Employed, boss knows, write 924 Wisconsin Street, Oshkosh, Wisconsin, call Stanley 330.

Production-Programming, Others

Newsman presently employed, wants position with large market radio or tv station in Wisconsin, Illinois or Minnesota. Excellent radio background. Box 868C, BROADCASTING.

Production-Programming, Others

Program director and chief engineer presently employed. Experienced. Want positions in progressive station with definite opportunities. Will relocate with two weeks notice. Box 929C, BROADCASTING.

Continuity director. Reached top rung with 5,000 watt CBS affiliate. Interested in midwest or west metropolitan area radio or agency copywriting job with future. Eight years experience all phases radio work. Age 30; single. Best references. Present salary: $480.00 monthly. Box 941C, BROADCASTING.

Announcer with first class license, six years experience radio, two years tv, seeking position as program director, news director or staff with radio station approximately 100 miles from New York. Just terminated three years of employment with leading 5 kw independent in Monroe, Louisiana. Available immediately. Lee Small, 201 Frederick, Monroe, Louisiana, Phone FA-20012.

TELEVISION

Help Wanted

Management

Expanding central U.S. station desires manager with proven record. Established station in rich market. Send full details to Box 940C, BROADCASTING.

Sales

Opening now for assistant national tv sales manager for two tv stations, owned by the same company, one NBC and one ABC. Rich midwest market. Send full details to Box 938C, BROADCASTING.

Announcers

Experienced sports and news announcer, heavy on sports. Tape, resume, photo, plus past and expected earnings along with references with first letter. KCKT-TV, Great Bend, Kansas.

Louisiana vhf station needs experienced staff announcer. References and audition material necessary. Apply to John Ferguson, WBRZ, Baton Rouge, Louisiana.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Engineer wanted for full power southeast vhf. Combination operation with RCA equipment. Starting salary $100 for qualified man. Box 905C, BROADCASTING.

Wanted three first phone engineers for expanding operations. Salary dependent on experience. Contact Chief Engineer, WTVD, Durham, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Established NBC-tv station, central U.S., desires ambitious tv operations manager for progressive midwest market. Wonderful opportunity. Send complete info to Box 939C, BROADCASTING.

TELEVISION

Situations Wanted

Management

Sales manager-manager, 13 years of radio and tv sales, sales management, and management. Have great small market tv success story that should interest any station owner. Geographical location no barrier as long as the property is sound and ownership progressive. Married man with family who wants to settle down for life with income that matches my ability. Age 39, available February 1. Box 951C, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Management

Top producer. I've always been number one salesman in medium and major markets, with consistent top billings. No huckster or hot-shot, but responsible individual with training, experience, proven ability and a willingness to work. Young, married, stable, currently employed, but looking for greater opportunity and responsibility. First consideration to management opportunity will consider good sales opening. Prefer west coast, but careful consideration given all replies. Box 962C, BROADCASTING.

Sales

Sales background, references, photo mailed immediately. $225 minimum. Write Box 892C, BROADCASTING.

TV and/or radio sales: 8 years experience New York City. Enviable sales record fully-documented. Thoroughly familiar NY agencies. Best references. Box 955C, BROADCASTING.

Announcers

Radio know-how? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 707C, BROADCASTING.

Talented, versatile announcer-director. Am also cartoonist-weatherman, children's personality. Four years tv. Seeking career with progressive station. Box 802C, BROADCASTING.

Radio and tv newsman-announcer. Can gather, write, shoot. Strong on announcing. BA Degree. Excellent references. Box 902C, BROADCASTING.

Warm-friendly tv personality. Tops with commercials. Solid experience. Presently employed in tv. Wish larger market. Box 909C, BROADCASTING.

TV-radio personality, cartoonist, continuity desires tv or radio with tv. WW-2 vet, college. References. Box 928C, BROADCASTING.

Announcer-first phone, wide experience radio, desires television. College, family. Box 5033, Eugene, Oregon.

Technical

Experienced first phone. Want permanent transmitter position California or southwest. Box 914C, BROADCASTING.

Engineer, 1st phone, experienced tv and radio. Married, permanent only. Resume or personal interview. Box 920C, BROADCASTING.

Production-Programming, Others

Have camera—will travel. Newsfilm cameraman seeks permanent location. 4 years station and net experience, no floater, plenty references. Has own SOF equipment. Box 460C, BROADCASTING.

Program director or art director. Versatile. Imaginative. All phases tv-radio. First phone. Writer, artist, cartoonist, advertising. College, fine arts and telecommunications. Married. West preferred. Box 575C, BROADCASTING.

Newsman available now. Five years Chicago experience in news, sports, special events. Box 703C, BROADCASTING.

Experienced producer-director. Family. All phases production. Presently employed top eastern basic. Desires more opportunity. Box 901C, BROADCASTING.

Promotion manager, eight years experience including newspaper, radio, tv. Past 4 years pm of basic CBS tv affiliate. Intimate knowledge major media and all phases promotion. Now on west coast but will go anywhere. Single, 34. Box 925C, BROADCASTING.

TV production graduate. Also broadcast training and experience. Licensed ham. Seek opportunity in tv. Travel anywhere. Resume and references. Box 947C, BROADCASTING.

FOR SALE

Stations

California growing market. Potential $85,000.00. $40,000 down. Wilt Gunzendorfer and Associates, 8630 West Olympic, Los Angeles.

FOR SALE—(Cont'd)

Stations

Kilowatt independent daytimer in south Arkansas, market ideal for owner-manager, exceptionally low over-head, cash or term price. Box 891C, BROADCASTING.

For sale 1 kw daytimer in Lexington, Kentucky. Fast growing town. Box 919C, BROADCASTING.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Southern Radio Consultants, 719 Southern United Building, Macon, Georgia. Confidential sales and purchases. Constant contact with buying and selling elements.

Wyoming quarter-kilowatt $10,000.00 down, easy terms. Wilt Gunzendorfer and Associates, 8630 West Olympic, Los Angeles.

Equipment

10 kw RCA Channel 6 tv transmitter, type TT1OAL including tubes (as is), crystal holders, side band filter, harmonic filter, 4.75 mc low pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 542C, BROADCASTING.

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

16mm Bolex camera, accessories. Professional editing equipment. Colortrans. Private owner. Perfect. Box 806C, BROADCASTING.

1957 GMC air-conditioned remote television truck, like new. Equipped with 2 RCA camera chains. Will sell fully or partially equipped. For details write Box 824C, BROADCASTING.

Bodde 2-P-3ACB projector and 9x12 screen, cost $2350, new February 1957. Will listen to any reasonable offer. Box 918C, BROADCASTING.

1 kw fm transmitter complete with multiplex. Box 944C, BROADCASTING.

2 year old Gates BC one-F 1000 watt transmitter, like new: $3900; RCA BTA 250M, like new: $1950; Western 310B 250 watts, make offer. 1000 watt antenna coupler: $175. All equipment now in operation. Phone Detroit, Jordan 4-6524.

For sale: One Gates 250 watt transmitter. Clean. Model 250-C. Price $700.00. Contact G. B. McDermott, KBUR, Burlington, Iowa.

2-model 450 Ampex 8 hour players in good shape @ $450.00 each. KCFM, 532 DeBaliviere St., St. Louis 12, Mo.—VO. 101077.

FOR SALE—(Cont'd)

Equipment

Tower, 115 foot new Dresser-Ideco free standing, never erected. Complete drawings and information. Cost $6700. Reasonably priced. KTWO-TV, Casper, Wyoming.

10 kw Gates fm amplifier, tubes and spares $1800.00. Communications automatic dehydrator model 46 with meter and fittings. $125.00. Contact A. H. Kovlan, WATH, Athens, Ohio.

Three antenna sampling loops. Excellent condition. $50.00 total. F.O.B. Charlottesville, Virginia, WCHV.

DuMont 124E camera chain complete with tubes less 10. Excellent condition. Can be released immediately. Bill Latham, Chief Engineer, WITV, Hollywood, Florida.

1 RCA 1 kw fm transmitter in excellent condition. WOPA, Oak Park, Illinois, E. Sonderling. VIllage 8-5760.

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make am monitors. Reasonable. Richard Gage, Chief Engineer, WPEL, Montrose, Pennsylvania.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR 3-3901, Temple, Texas.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Rosyln, Pa. TUrner 7-4277.

Video monitors — 8 megacycle — plug-in construction. Miratel monitors are used by 80% of the present television stations. 14"-$215.00, 17"-$219.00, 21"-$259.00. Factory direct sales. Why pay master monitor prices for your utility requirements? ? Our monitors have been delivered under several trade names. Write—Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

For sale new Westinghouse type kw fm amplifier, complete, $7,000 F.O.B. Washington, D. C. Requires any 3 kw fm transmitter for driver. Contact Multronics, Inc., 2000 P Street, N.W., Washington 6, D. C. Telephone COlumbia 5-4669.

Will trade for fm equipment, 250 watt am Collins 300-C transmitter. Ed Nall, 4516 North Libby, Oklahoma City.

WANTED TO BUY

Stations

Stations wanted. New Mexico, Colorado, Oklahoma, Arkansas, Missouri, Kansas, Texas. Ralph Erwin. Broker. Tuloma Building, Tulsa.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

COMPLETE COLOR MOBILE UNIT AVAILABLE

Unit consists of 35 foot, FWS/DF35 Fruehauf Trailer housing two RCA TK-40 live color chains. Entire unit practically new; used successfully on fifteen live color shows, including four Tournament of Roses parades; in excellent condition.

SPECIAL FEATURES

1. **Director's console equipped with nine in-put relay switching, preview bus, and dissolve unit.**
2. **Raised video control area.**
3. **Complete color monitor facilities.**
4. **Large control room window permits studio or remote operation.**
5. **Spacious nine rack termindal equipment area.**
6. **Special video test patch panel where 90% of set-up can be performed.**
7. **Large workshop and maintenance area.**
8. **Power distribution panels for individual control of units from one point.**

New equivalent equipment would cost $125,435. Selling price of KTLA equipment is $69,325.

For additional information, contact John Silva, Chief Engineer, KTLA, 5800 Sunset Boulevard, Hollywood 28, Calif. Telephone: HOllywood 93181.

WANTED TO BUY—(Cont'd)

Equipment

Wanted: Used Ampex recorders, Box 760C, BROADCASTING.

Wanted, a used console. Box 906C, BROADCASTING.

Wanted, 5 kw highband vhf tv transmitter. Box 921C, BROADCASTING.

GE opaque, slide projector, type PF-4-A with single barrel lens, A-1 condition. State price. Chief Engineer, WCCO-TV, Minneapolis, Minnesota.

Used 250 watt RCA, am transmitter, model 250 K, or similar. Need not be operating. Please state price. Contact WNER, Live Oak, Florida.

Discvacuum chip assembly. RCA 70-C2 45 conversion kits. Presto TL-10. Delaware Broadcasting. Engineering, 920 King, Wilmington, Delaware.

5 to 10 kw fm transmitter and accessories. Ed Nall, 4516 North Libby, Oklahoma City.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 5, May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

HELP!

We are in need of four announcers—three engineers—and three radio salesmen immediately. Locate in the South. Good pay. Good opportunity. Air Mail resume, tapes, salary desired, and references. Representing stations in Georgia, Ala., S.C., and Florida.

Southern Radio Consultants
719 Southern United Bldg.
Macon, Georgia

Sales

WINZ Radio Station
MIAMI, FLORIDA

has outstanding territory open for top radio account executive. Unusual opportunity for good man.

Write full resume to
Robert E. Mitchell
WINZ ● Biscayne Terrace Hotel
Miami, Florida

RADIO

Help Wanted—(Cont'd)

Sales

TOP SALESMAN WANTED

If you are interested in selling for the highest-rated station in the middle of the nation, and if it's money you're after, contact immediately:

Don Burden, Co-Manager
KOIL
Omaha, Nebraska

Management

$12,500.00 REWARD

The manhunt is on! The reward is between $10,000 and $15,000 a year, plus the satisfaction and excitement of managing for an outstanding company a well-known successful 5-KW network radio station in one of the top 75 markets. Our quarry is experienced, aggressive, able to build his own sales organization. He wants recognition in a thriving east-central city and he's willing to shoulder added responsibilities for the community and the station. He can take it as well as dish it out against entrenched radio, TV, and newspaper competition. He's strong on team effort. Are you the man? Better turn yourself in and collect your own reward! Write:

Box 887C, BROADCASTING

Announcers

ANNOUNCERS

Excellent opportunity for 2 topnotch "Big Voice" announcers in twin cities area.

Must be experienced and able to project personality on the air.

Send photo, tape and resume to:

William F. Johnson, Jr.
WMIN — St. Paul, Minn.

IMMEDIATE OPENINGS

RADIO

Help Wanted—(Cont'd)

Announcers

IMMEDIATE OPENING
Morning Show and Sales
$100.00 per week
plus commission and expenses.
Box 924C, BROADCASTING

Situations Wanted

Management

EXPERIENCED BROADCASTER

With deepest fondness for fat P. & L. statements and strong passion for smart, intelligent programming, seeks radio-television management position, shirt-sleeves job with expansion-minded group or radio ownership-management opportunity. Respected operator. Excellent record. Tape endorsements.

Box 961C, BROADCASTING

Job Wanted by Man with Record . . .

. . . a past record of over 20 years experience as a program-production mangaer in the theater, radio and television.

I'm in my 40's.

I have been associated with quality operations in the Midwest including KRNT (Des Moines) and WCCO Television (Minneapolis). I have changed positions for advancement; never because of disagreement with management.

I am qualified — through my experience and ability — as an assistant manager in radio or television — or as production-program manager. Will gladly furnish rundown of experience and list of employers including the one I just left.

CHARLES D. (Chuck) MILLER
301—5th Ave., No. Hopkins, Minn.
Telephone: WEst 8-4621

Announcers

Colorful and effective air personality with additional experience production and business phases. 7 years tv, radio, films; staff and freelance. Polished mc, dj, news, adroit characterizations. Left 50 kw last Spring to join agency, where I am now A.E. on P.R. and advertising accounts. Preesnt work includes radio and TV timebuying, writing, producing, air work but thrill is gone! Would rather be with alert station in attractive locale. If qualifications interest you, references (good ones!), tape, photos available. Ad will not reappear.

Box 969C, BROADCASTING

UNUSUAL engineer-announcer would prefer straight engineering position at AM Station. 7 years experience. Precise type engineer. Specialize in preventative maintenance. $100 a week.

Box 931C, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

HAVE IDEAS—WILL TRAVEL

And they're good basic ideas proven in major markets. Nine years on the air. **Formerly with McClendon.** Five years as Program Director. Now seeking post as P.D. or station manager with alert operator in major market.

Box 917C, BROADCASTING

FOR SALE

TRADE FOR RADIO STATION

Will trade my well established $40,000 advertising business in Los Angeles (returning approximately $15,000 yearly) plus necessary cash for radio station located in the west.

Box 963C, BROADCASTING

Stations

Looking toward Florida? There are **137** stations within its **830** mile stretch —equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta
17 East 48th, New York

Equipment

FOR SALE: Nearly new General Electric 12 KW UHF-TV transmitter, complete or TF-8-A 12 KW amplifier alone. Excellent condition and a good buy. John Poole, 2515 East Coast Highway, Corona Del Mar, California

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

in bankruptcy for **Hiawatha Bcstg. Inc.**

WSEL Chicago, Ill.—granted cp to change ant.-trans. location; ant. height 460 ft.

WLCK Scottsville, Ky.—granted mod. of cp to change type trans., studio location and remote control point.

KSMU-FM Dallas, Tex.—granted request to cancel license; call letters deleted.

WLYN Lynn, Mass.—granted waiver of rules to sign-off at 6:30 p.m. local time, from April 28th. through Sept. 30.

WJMJ Philadelphia, Pa.—granted authority to operate trans. by remote control while using non-directional ant.

Granted extensions of completion dates as shown: **WKAR-TV East Lansing, Mich.** to 8-15; **WSB-FM Atlanta, Ga.** to 7-7; **WBRC-FM Birmingham, Ala.** to 7-1; **KOXR-FM Oxnard, Calif.** to 8-13; **KUOW (FM) Seattle, Wash.** to 5-30; **WMDF Mount Dora, Fla.** to 2-15, condition; **KLOK San Jose, Calif.** to 7-1, conditions.

Actions of January 23

WFST-AM-FM Caribou, Me.—granted assignment of licenses to **Northern Bcstg. Co.** (stock transaction).

KMOT Minot, N. Dak.—granted license for tv station; erp vis. 29.5 kw, aur. 14.8 kw, ant. 450 ft.

KXLJ-TV Helena, Mont.—granted license for tv station; ant. 370 ft.

KDLA DeRidder. La.—granted license covering installation of a new trans.

KREL-FM Baytown, Tex.—granted request to cancel license. Call letters deleted.

WAIL-FM Baton Rouge, La.—granted request to cancel license. Call letters deleted.

WHBL-FM Sheboygan, Wis.—granted request to cancel license and subsidiary communication authority. Call letters deleted.

WARM-TV Scranton, Pa.—granted extension of completion date to 8-11.

KPAR-TV Sweetwater, Tex.—granted extension of completion date to 8-12.

Actions of January 22

KFFA Helena, Ark.—granted assignment of license to **Sam W. Anderson** and **Deasdia A. Franklin** d/b as **Helena Bcstg. Co.**

WDBJ-TV Roanoke, Va.—granted license for tv station.

KHOL-TV Kearney, Nebr.—granted license covering changes in facilities of tv station.

KYNE Port Hueneme, Calif.—granted extension of completion date to 7-24; conditions.

Actions of January 21

KHFI Austin, Tex.—granted license covering changes in fm station.

WGN Chicago, Ill.—granted license covering installation of a new main trans.

WRDB Reedsburg, Wis.—granted license covering change in ant. system (increase height).

WCRW Chicago, Ill.—granted license covering installation of a new trans.

KXLA Pasadena, Calif.—granted license covering move of old main trans. into new building (present location of main trans.) to be installed as an aux. trans.

KUOM Minneapolis, Minn.—granted license covering change of ant.-trans. location and utilize a combined am and tv tower, make changes in ground system and ant. system (increase height).

WFLW Monticello, Ky.—granted license covering change in frequency, change power and installation of new trans.

WEAR-TV Pensacola, Fla.—granted cp to replace expired cp which authorized changes in tv station.

WFMB Nashville, Tenn.—granted authority to operate trans. by remote control.

Granted extensions of completion dates as shown: **WSFM Birmingham, Ala.** to 7-24; **WETV Atlanta, Ga.** to 3-15; **KQED San Francisco, Calif.** to 3-24.

Actions of January 20

KFXJ-TV Montrose, Colo.—granted license for tv station and specify studio location as **Hillcrest Manor, Grand Junction, Colo.**; erp vis. 0.617 kw, aur. 0.308 kw, ant. 80 ft.

WMSL-TV Decatur, Ala.—granted license covering changes in tv station.

WDAL Meridian, Miss.—granted mod. of cp to change type trans.

WJEJ-FM Hagerstown, Md.—granted authority for second remote control point.

WLEM Emporium, Pa.—granted authority to operate trans. by remote control.

Action of January 14

WIOU, WBBC, WJLB, WTOD, WJVA, WSGW, WIBM Kokomo & South Bend, Ind., Flint, Detroit, Saginaw & Jackson, Mich., & Toledo, Ohio—granted mod. of license to change name to **Booth Bcstg. Co.**

EMPLOYMENT SERVICES

NORTH DAKOTA BROADCASTERS ASSOCIATION PLACEMENT SERVICE

Is available to you with no fee charged if you want employment in broadcasting, radio or TV in North Dakota. Write to Les Maupin, Secretary-Treasurer, PO Box 232, Minot, North Dakota.

License Renewals

WEBY Milton, Fla.; WFBS Fort Walton Beach, Fla.; WHBO Tampa Springs, Fla.; WINK Fort Meyers, Fla.; WIPR San Juan, P. R.; WJSB Crestview, Fla.; WLCO Eustis, Fla.; WONN Lakeland, Fla.; WRHC Jacksonville, Fla.; WTAL Tallahassee, Fla.; WFSU-FM Tallahassee, Fla.; WTHS Miami, Fla.; WTUN Tampa, Fla.

UPCOMING

February

Feb. 3-7: American Institute of Electrical Engineers, general meeting, Statler and Sheraton-McAlpin Hotels, New York.

Feb. 5-6: National Religious Broadcasters, Mayflower Hotel, Washington.

Feb. 7: Advertising Federation of America, board meeting, Milwaukee.

Feb. 7: California State Radio & Tv Broadcasters Assn., annual convention, Hollywood Roosevelt Hotel.

Feb. 8-10: Voice of Democracy, awards ceremonies, Washington.

Feb. 10-12: American Management Assn., annual marketing conference, Hotel Statler, New York.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 15: Arizona Broadcasters Assn., Hi-Way House, Phoenix.

Feb. 15-17: Western Assn. of Broadcasters (Engineers), The MacDonald, Edmonton, Alta.

Feb. 18-19: NAB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.

Feb. 22: UP Broadcasters Assn. of Connecticut, WHAY studios, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

Feb. 27: NAB Employer-Employe Relations Committee, NAB Hdqrs., Washington.

Feb. 28-March 1: Daytime Broadcasters Assn., St. Charles Hotel, New Orleans.

March

March 3-4: Southwestern Assn. of Program Directors for Tv, KVOO-TV studios, Tulsa.

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.

March 30-April 2: Canadian Assn. of Radio & Tv Broadcasters, Mt. Royal Hotel, Montreal, Que.

April

April 4: Virginia Associated Press Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 11: Pennsylvania Associated Press Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: Spring Technical Conference on Television and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma Associated Press Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 27-May 1: NAB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

JONES CITES 'DEADLY ILLUSIONS'

- **Misconceptions imperil advertising, MJ&A president says**
- **He calls on agencies, advertisers, media to fight dangers**

Five "deadly illusions" which menace the advertising profession were enumerated and then lambasted by Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., at a meeting of the Newspaper Advertising Executives Assn. in Chicago. His address, as condensed, follows:

One of the great fallacies or illusions which endanger honest advertising and hamper advertising people is the fallacy of the Average Man or Mass Man.

After 20 years in this business, it pains me to report I have found no such person. I say "pains" because life would be so pleasant if Mass Man did indeed exist. The illusion is so pleasant that many are led to it. Mediocre or completely useless advertising and wasted client money are the shocking result.

MR. JONES

But, oh, what a pleasant illusion and what an insidious invitation to the fearful, the lazy, the incompetent in our profession!

Picture, if you will, the Mass Man, sitting in his Mass Home, with his Mass Wife and his Mass Children—thinking Mass thoughts about various Mass subjects.

Prepare a Mass advertisement which is guaranteed a Mass reaction—and then stand back, brothers, while the Mass family of well-trained automatons, their pockets stuffed with Mass dollars, break down the doors of your Mass dealer. What sheer balderdash!

When even a minor portion of all advertising "talks down" to people, when it deliberately seeks a common denominator of mediocrity . . . then it sets up a level to be sunk to rather than a goal to be reached. And in its willful disrespect it causes grievous harm to all advertising and to the businesses dependent upon receiving a fair hearing. That is to say: all business.

Another fatal fallacy into which some in advertising may fall is the Search for a Shibboleth or password or talisman—call it what you will—that will unlock and disarm the God-given right of man to make up his own mind, to weigh prospective benefits in the light of experience. To come to an unaided decision.

The next fallacy is closely related to the Mass Man fallacy but carries it a stumbling step further.

Let's call this the Magic Button Illusion. It is popular and it deserves to be, for it abolishes the hard work, the worry and the basic insecurity of creativity. Here is a sure thing. Press the button and the helpless public performs like mechanical toys. Have you ever encountered a helpless consumer? Do you ever expect to? Neither do I.

Subliminal motivation—I have tried to find out exactly what professional lab work has been done on it beyond the publicity department. And the harder I try the oftener I find myself back at that New Jersey theatre where subliminal projection was used and the sales of a soft drink went up. Now that may have been subliminal motivation . . . or somebody may have put too much salt on the popcorn.

I see by the papers that the networks have solemnly promised not to use subliminal projection. And I hereby solemnly promise not to use it either. Will you gentlemen raise your right hands and join me in that promise? Thank you very much.

Motivational research—certainly a valuable tool in our kit. But never, never, never an end in itself. Or a substitute for the hardest job in the world—creative effort. Good advertisements are not made by pushing a button. They are made by pushing a brain and pushing and pushing.

Good advertisements are UNhidden persuaders. They are also—if there is such a word—LIMINAL. We need more of them.

Now I wish you would examine very carefully with me a most insidious and dangerous illusion which undermines our profession and its purposes and its practitioners in the public mind. That can be the only result of the flood of novels, plays, motion pictures, and articles in magazines and newspapers that portray advertising people as martini-swilling, sex-crazy screwballs, always in bad taste and often operating beyond the bounds of the law. When a thing is said often enough and with sufficient authority it may become accepted as the truth, particularly when it is more glamorous than the truth. This technique is being turned on advertising today. You men can and must help stop it before it destroys the profession we have given our lives to.

The ordeal of the advertising man began perhaps with *The Hucksters* some 10 or 12 years ago and has been of increasing intensity since then. Who are these advertising "types" that threaten to become the public image of all advertising people? I have spent all of my adult life in advertising and I do not know them. I do know plenty of hard-working, clean-living men who have made advertising their profession and who love that profession and hope their sons will enter it. I have attended too many funerals of advertising men who burned themselves out with work and worry. I have sat in too many smoky conference rooms at midnight with men whose faces are gray with fatigue. I have watched good men die a little to create and publish an honest advertisement. I have seen too much and too many of these things not to protest.

I do not wish to appear overly defensive. Certainly there are bad apples in the advertising barrel.

Movies continue to caricature advertising and advertising people, chiefly, I believe, as an oblique blow at their great nemesis, television. It is not the movies I am troubled about. The public long since has learned that the movies are firmly anchored in fantasy. As you know from reading the trade books the movies as an independent entertainment factor are in deep trouble.

No it is not the attitude of books or movies toward advertising that is disturbing. Nor is it television with its great public intimacy which has been extremely fair and factual. The truly disturbing factor is in the attitude of newspapers and magazines.

Can advertising be denigrated in one column and believed in another?

Let me elaborate on that question. Our researchers tell us that a most unique and valuable empathy exists between a reader and his favorite publications. And this bond is particularly strong in the case of newspapers. People have been conditioned from childhood to believe what they read in their newspapers. "I read it in the newspaper" is used by most people with a finality they extend to no other medium.

It is this magic of credibility built up over generations that keeps newspapers at the top of nearly every advertising budget. Because—again quoting the psychological researchers—this innate belief is translated from the newspaper's editorial columns to its advertising columns. In other words, an honest advertisement starts on second base in a newspaper.

The reverse side of the coin is that depreciation or ridicule of advertising in the editorial columns will just as surely be translated by the reader into doubt of the advertising columns themselves.

One last Deadly Illusion and I am done. That is the illusion that advertising has some divine right to the eyes and ears and minds of the public. There are only 24 hours in a day and those are all the hours a man has, be he dictator or ditch-digger. He must spend eight in sleep and eight in work. Eating, recreation, entertainment or information, travel and a host of other demands all focus relentlessly on the remaining eight hours. Now here is where the menace to advertiser, agency and media alike begins to take shape.

More than ten billions of dollars were

spent last year in an attempt to reach the consumer with sales messages. Newspaper circulations are at an all-time high. More and more magazines pour from the presses each week and month. It is estimated television now takes nearly 12 hours from the public's week. At home or in his car, radio hammers away at his ears and pocketbook.

The consumer is running out of time and patience. The big trick today is not to make a sales impression but to engage his attention at all.

Today it is possible for a company with unintegrated advertising to hide from its public despite a multi-million-dollar budget.

And the distractions grow as more and more advertising dollars are poured into the total market—competing not only with all other leisure hours activities, but most strongly and disastrously with itself.

Next year there will be nearly 11 billion dollars worth of advertising and an unfortunate percentage will be cannibalistic—feeding on itself.

The public doesn't really care. He is rightly concerned with himself and his family. He has only so many minutes to give to you and only if your message promises him a personal benefit. If your advertising is lost in the stampede it has lost even that thin chance.

How do we in advertising keep our clients from getting lost in the crowd? That, indeed, is the question. Shock for shock's sake will not do the job.

We know that the man in front of the television set, or radio, or magazine or newspaper can still be hit by a solid advertising punch. It is up to us—agency and media people alike—to develop such a punch for those whose good money we spend.

Today, merely to be heard, not to mention move products, we must go for broke on every advertisement, every media evaluation and merchandising research technique, every aspect of marketing, public relations.

We in the agency field are moving toward this goal by integration of effort. At my own agency, for instance, we now operate under a master integration system which was more than a year in the planning. It allows us to focus the entire creative and service strength of the agency on any account, large or small. It puts our extremely important media operation in sharp focus.

I can speak properly only of MacManus, John & Adams, but I am sure similar methods of aggressively protecting the right of honest advertising to be heard are in the thoughts of my colleagues in the agency field.

And it is thus we must all struggle against the destructive influences—the deadly illusions—which menace the profession we all love.

This fight must be fought in the mama-and-papa advertising shops and in the great agencies. It must be fought in the weekly newspapers and in the mighty metropolitans, in the magazine shops, and the coffee-pot radio station and the great networks of electronic communication. Large or small, we must fight the good fight, because we are all riding in the same boxcar.

One Call for all You Need in LIGHTING EQUIPMENT RENTALS

LIGHTING
Complete M. R. Incandescent Equipment, M.R. High Intensity Arc Equipment, Dimmer Equipment 250 W — 10,000 W, Diffusion, Scoops, Reflectors, Bullboards, Cable.

PORTABLE POWER EQUIPMENT
AC and DC Generators 15 Amps to 1500 Amps (Truck or Caster-mounted). Portable Transformers — Dry and Oil, Portable Substations.

DOLLIES
Fearless and Raby Panoram Dollies, Crab and Western Dollies.

GRIP EQUIPMENT
MacTon Turntable for Cars and Displays, Mole Richardson Boom and Perambulator, Parallels, Ladders and Steps, Scrims and Flags, Dots and Stands.

ANYTIME - ANYWHERE!

For quick service, expert advice and one low price for equipment, installation and removal, call on one of the nation's largest suppliers of temporary lighting facilities—Jack Frost. His lighting equipment inventory is unexcelled. Below are just a few of the many items available for quick delivery whenever and wherever needed.

Write or Wire for Catalog and Free Estimates

JACK A. FROST
Dept. BT
234 Piquette Ave., Detroit 2, Mich.
Canadian Office:
41 Kipling Ave., South, Toronto, Ontario

In Today's Battle For Men's Minds... Our Greatest Weapon Is *Truth*

Your Dollars Bring Truth and Hope Behind the Iron Curtain

In a scant few years, the spirit of millions of East Europeans may be broken by the never-ending avalanche of Red lies, restrictions and distortions. A great hope remains for them and for the free world: the 29 powerful truth transmitters of Radio Free Europe. They broadcast the news as it really happens, destroy Red distortions, renew hope that freedom will one day return. But freedom is *not* free. Your dollars are needed to help operate Radio Free Europe, pay for its supplies, announcers, political analysts . . . keep its transmitters on the air. Send your truth dollars today to Crusade for Freedom, care of your local Postmaster.

FREEDOM IS NOT FREE!

Your dollars are needed to keep RADIO FREE EUROPE on the air!

SEND YOUR TRUTH DOLLARS TO
CRUSADE FOR FREEDOM
CARE OF LOCAL POSTMASTER

This is the kind of hold our station has on people

Loyalty on both sides, in more ways than you'd expect.
A great and prosperous market well worth knowing about.
A realistic rate card, subject to no deals.
Not a triple spot all 'round the clock.
Let George P. Hollingbery tell you about us all.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS
Reaching 2,881,420 People

from **MARVIN L. MANN,** *vice president & radio-tv director, Edward H. Weiss Co.*

TV'S KEY TALENT: BEHIND THE TYPEWRITER

Spring is almost here. Television networks, producers and packagers are bracing for the annual wave of program changes by sponsors and their advertising agencies, and it may be in order to say a word about one of the most important—and neglected—sources of sponsor trouble in the tv industry. I mean the writers, and the quality of their scripts.

With each passing year, the "star" system gets more firmly entrenched in television programming, as it did first in the movies, then in radio. And yet it is a hard fact—proved many times during the current season—that a poor script can ruin a program no matter who the star performer is, and that good writers not only can put a show across without stars, but can actually create them in the process.

Such examples as Jack Webb, Jackie Gleason, Hugh O'Brian, Spring Byington come to mind. So do Lucy and Desi, whose show was built on good writing. And so does the *Robert Cummings Show*, which did poorly until it found itself, script-wise. In comedy, the case is the same: One of the reasons Burns & Allen have been going for years is that George Burns himself is one of the finest writers in the business. Danny Thomas was only a nightclub performer when he entered tv. But he had a fine writing team and a feel for a good script.

Against this you can set another hard fact: that writing, vital as it is, gets less attention from both sellers and buyers of tv programs than any other element in programming. The fault rests with both parties in the sponsorship system.

WRITING COMES LAST

In 20 years of conferences with packagers and network program directors, I have yet to hear someone say, "Let's have a strong writing budget and cut somewhere else." Typically, discussion of a program begins with a performer. From this standpoint it is only natural to decide that you've got to have a name or you won't get an audience. So there goes a big chunk of the budget.

Next in the discussion comes the format (the "vehicle" for the star), then the remainder of the cast, then studio costs, producers' and directors' charges, office costs, transportation costs. Finally comes the writers' budget. And if the total is too high, the first thing to do is cut out a writer.

On the side of the advertiser and his agency, there is the same oversight. After all, one reason programmers emphasize the star is their certainty that this is what the sponsor is interested in. Another reason is the well-known fact that not many people on the advertising side can judge the quality of a script by reading it. Also, unfortunately, most packagers state contractually that the advertising agency shall not have any part in either script selection or production.

One of the dangers an advertiser and its agency must be alert to is that when producers get an idea for a new series they often hire top-notch writers to do the pilot, then let them simply supervise the script-writing, rather than actually do it themselves.

All of these factors combine to obscure the importance of the writer, depress his wages and reduce the number of writers used on a show. One result has been a lot of poor programs and a corresponding number of unhappy sponsors. Another result has been duplication of formats, since "stock" formats can be handled by fewer, but "experienced," writers. Last season, the duplication was in westerns; before that it was in situation comedies patterned on *I Love Lucy*.

An example of what the agency can do is seen in the Gale Storm *Oh Susanna* show which a client of ours, Helene Curtis Industries, sponsors on alternate weeks. This show had a top star and good direction, but by the spring of 1957 we felt it had become so set in format that it would lose audience unless changes were made. So we suggested to the producer that Gale Storm play less of a Peck's bad girl part, that her character be more complex, human and helpful. We also suggested new situations and scripts which could develop this character. The result was less transparent plots, and I think the effect is visible in the show's current high ratings.

The same emphasis on scripting held for the *Perry Mason* show which we selected for Purex Corp., and which was one of the most successful new shows of the 1957-58 season.

Television writing is rough; it is nothing to be trifled with. In a movie, the writer may be working on two or three scripts a year; he will have 90 minutes, or 127, within which to weave his story, build on it, and conclude. The tv writing team has from 13 to 39 scripts to do per year, each of them crowded into 26½ or 53 minutes. This is a situation that calls for more, not less, attention and money than in the movie business.

BUT WRITING SHOULD COME FIRST

I think it is urgent that networks, advertising agencies, producers, packagers, and sponsors start thinking more about the writing of a show or a series than about the stars, casts, and direction. If there's a good script, any good actor, supporting cast and director can deliver a good show. It takes a genius to deliver a good show if the writing is poor.

Specifically, I'd like to make these suggestions:

1. The creative budget on a program should be higher than the production or talent budgets. I'd feel a lot more secure myself with a $5,000 writing team than with a $5,000 star.

2. Networks should take a chance on lesser names and better writers. The first question asked about a show should be: "Who's going to write it, what has he done before, and what are his credits?"

3. Sponsors and advertising agencies should pay more attention to writing and put less emphasis on having lunch with the star on opening day at the 21 Club or Romanoff's. Though the sponsor is contractually excluded from tampering with a show, he can insist at the start that the emphasis be placed on producing good scripts.

Television at best is a grueling, uncertain business. Certainly, though, it makes poor sense for the industry to penalize itself by neglecting the first essential—a good script.

Marvin L. Mann, b. Jan. 6, 1906, Chicago, Ill. Graduated U. of Michigan with MBA, 1927. Joined McDougall & Weiss and its successor, Weiss & Geller, Chicago, in 1938. Credited with originating, with John Guedel, Groucho Marx You Bet Your Life *on network radio and identified now with several network tv properties. (Under his guidance agency pioneered first network tv spectacular, two-hour Thanksgiving Day program for Elgin-American.) Became v.p. and radio-tv director in 1943 (agency became Edward H. Weiss Co. in December 1956). Today, supervises key accounts. Also is secretary and member of agency's plans board and executive committee.*

Another Soviet Blind Alley?

FROM the broadcasting standpoint, the exchange agreement with the Soviet signed last week in Washington is meaningless.

The agreement does not bring an end to Soviet jamming of our shortwave broadcasts to Iron Curtain countries. It does give lip service to eventual exchanges of programs on "international political problems," but that is vague diplomatic gobbledygook.

It's estimated by USIA [SPECIAL REPORT, Jan. 6] that the Russians and their satellites are spending $113 million a year to jam our direct broadcasts. This is in contrast with a total budget of $96 million for all USIA activities and a mere $17 million for the *Voice of America.*

But even if program interchanges should develop, who will pay for them? Would our networks be asked to underwrite the production of spectaculars for Soviet consumption? Or would the *Voice,* at taxpayers' expense, be given the assignments? The agreement is silent on these points.

Not so, however, in the case of motion pictures. The agreement recognizes the "importance" of mutual cooperation and specifies: "To make provisions for the sale and purchase of motion pictures by the film industries of both countries on the principles of equality and on mutually acceptable financial terms."

Motion picture producers have developed a huge market abroad. Except for spotty arrangements in England and in one or two other countries, practically nothing has been done to merchandise tv and radio products on the continent. It would seem that our television producers, particularly, are missing a great opportunity.

Broadcasters certainly do not begrudge the movie producers the revenue they may derive from the new agreement. That is exactly as it should be. For many years the Motion Picture Assn., headed by Eric Johnston, has cultivated the foreign market. Mr. Johnston is a recognized national and international figure whose status transcends that of being the head of a trade association. He is prominently identified with high-level government projects. Thus, the very language of the exchange agreement on motion pictures, seems to reflect his participation in its evolution.

No one in broadcasting, so far as we know, participated in the drafting of the radio-tv provisions of the exchange agreement. Yet the processes for the making of film for theatre exhibition and for television exhibition differ only to the degree that their producers may prescribe.

Whatever other benefits may derive from the exchange agreement, it is obvious that without a cessation of jamming the agreement is a sham and a delusion. It is a one-way street—all Soviet.

Meeting the Meeting Issue

TIME, money and physical wear-and-tear will be saved by the welcome action of the NAB board of directors in Phoenix a fortnight ago revamping the annual convention and regional conference proceedings held under the aegis of the trade association.

Over the years, broadcasters have been harassed by far too many meetings. What the board did in adopting its *ad hoc* committee report was to eliminate wasteful duplication in its own house, but the effects, we predict, will spread to those all-too-numerous satellite organizations and associations in broadcasting.

It was too late to change the format of this year's national convention in Los Angeles April 27-May 1. But the erstwhile regional meetings this year will become "Fall Conferences" for executives at the staff level, with registrants to attend the meetings most convenient to them. Ownership and management need not attend these conferences.

Beginning with the 1959 convention in Chicago, all persons except those in ownership and top management will be excluded. Instead of some 4,500 gross attendees, the registration probably won't exceed 1,000. Agendas at the national conventions can be tailored to high level issues; the regional conferences will cover sales, programming, promotion and other operational activities.

The broadcast equipment exhibitors will continue to participate in the spring engineering conference held in conjunction with annual conventions. But the board decreed that associate members in the film, syndicated feature, representation and other fields should participate in the eight fall conferences only. This has its virtues as well as its shortcomings, but in due course will become accepted. Of course, there's nothing to prevent these associates from setting up their exhibits at non-headquarters hotels during the national conventions.

Gradually, we feel, a number of groups which now hold separate conventions, will find it desirable to tie into the new fall conference schedules. This will eliminate a lot of travel and expense, and management will be more disposed to authorize participations.

Drawn for BROADCASTING by Sid Hix

"This means trouble . . . they're from rival networks!"

Taxed or Not, It's All Local

AS MUCH harm as good could result from the Baltimore city solicitor's ruling last week that network and national spot advertising are exempt from the city's new 6% tax on advertising.

The good, to speak of that first, is obvious. Until last week it appeared that unless the courts threw out the city ordinance Baltimore broadcasters were doomed to pay 6% on all the business they did. Even if the ordinance survives court appeals, it will now apply only to local advertising.

The harm is not quite as evident, but it is present in equal measure with the good.

If national advertising is not to be affected by the Baltimore tax, there will be less direct interest among national advertising groups to support a continuing fight against municipal taxation of advertising. These groups may feel that such taxation is a purely local matter unworthy of vigorous national effort.

That feeling would be wrong.

Local advertising is not a province of its own whose fortunes are detached from those of national advertising. Most national products need the extra kick of local advertising at the retail level to keep their sales curves up.

If local advertising is to be discouraged by local taxes, an effect is bound to be felt by the makers of nationally distributed goods.

The municipal tax fight is still everybody's fight. Procter & Gamble is as directly involved as the corner store, the potential hardships as important to the network as to the local station.

If Baltimore makes its local tax stick, other communities are bound to follow suit. The result could be a stifling of advertising everywhere.

Like to do something about the weather?

Why not cash in on it? You can do it *right now* with KSTP-TV's Johnny Morris, the Northwest's highest-rated weatherman.

Johnny's quick, concise weather wrap-up takes just two minutes, 6:15-6:17 PM, Monday through Friday. His weekly average rating has grown regularly every month and now stands at a healthy 19.0,* with no signs of stopping there.

On Saturdays, Johnny presents a *five-minute* weather review, 6:15-6:20 PM. which has an even *higher* rating of 20.9!

These shows are available now, and the advertiser who takes advantage of the opportunity will find himself in an ideal selling climate. Weather is important in an area where temperatures can drop—or climb—40° in a matter of hours, and with Johnny Morris and KSTP-TV, *you* can make the most of it.

Better call your nearest Petry office or a KSTP-TV representative for more information —today!

**Nielsen Station Index for November, 1957*

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.